



REALMAGNET.COM

Visit www.realmagnet.com to learn more about how MagnetMail can help you create emails with both form and function.

“WITH MAGNETMAIL I KNOW MY MESSAGES ARE RECEIVED.”

Manisha Vasista, Marketing Manager,
Interstate Hotels and Resorts

SEND EMAILS |||||||

Put your email campaign on auto-pilot with triggered messages.

MagnetMail’s triggered messaging allows you to deliver timely emails to your recipients by setting scheduled actions.

Not sure how you might be able to take advantage of triggered messaging? Here are some examples:

- Send welcome emails to individuals who sign up for your newsletter
- Send follow-up emails to recipients who clicked on a particular link
- Send confirmation emails to customers who purchase an item on your site
- Send reminder emails to recipients who opened a message but did not complete a survey
- Send emails alerting recipients that their subscriptions will expire in 60 days

The campaign tool can also be used to:

- Automatically update your recipient lists (such as creating new lists based on survey responses)
- Incorporate other messaging channels (such as sending a fax requesting email address updates from recipients whose emails bounce consistently)

Multiple actions can be grouped together to create automated, self-sustaining campaigns.

Let’s say you want to send a follow-up message to recipients who opened an email. Without the campaign tool, you would have to access the tracking data every day to identify who opened the email, add those recipients to a list and then send a follow-up message. With the campaign tool, you create and define these actions one time and schedule them to run daily.

The result is less work for your team and more timely messages for your audience.

As with every message sent by MagnetMail, you get detailed tracking reports on the results of your triggered messages.

Request a demo to get a first-hand look at how MagnetMail’s triggered messaging can deliver timely emails to your recipients.

MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX