



Doxim Email Marketing

**Boost Customer Engagement with
Personalized, Orchestrated Email Marketing Campaigns**



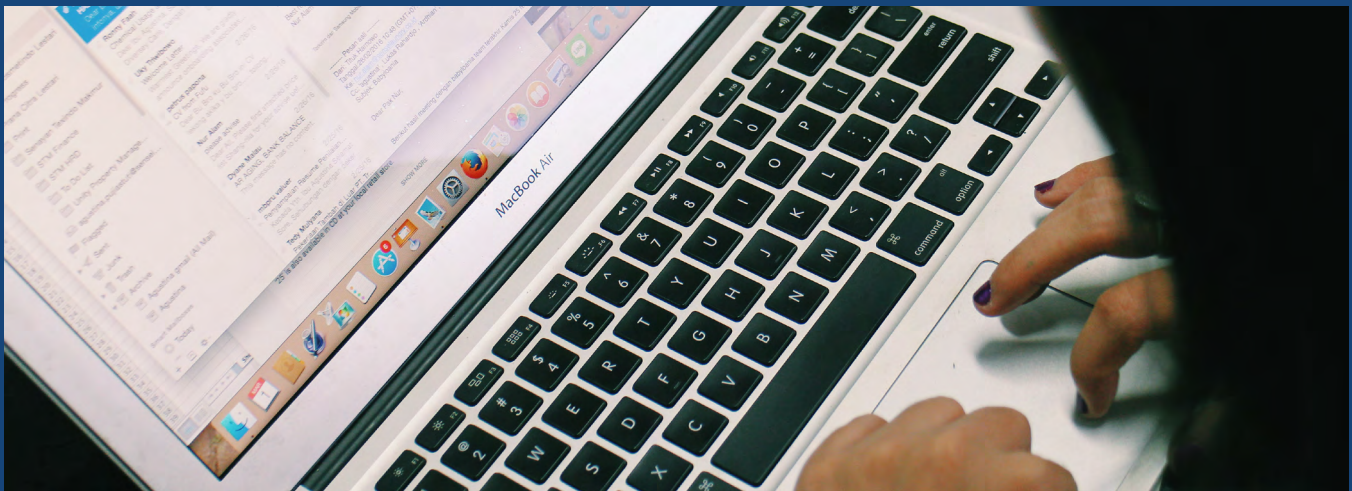
www.doxim.com

Info@doxim.com

866 475 9876

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Doxim Email Marketing (EMM) is an easy-to-use, cloud-based solution that's fully integrated into the Doxim CCM platform, or available as a stand-alone solution. It provides a complete set of powerful capabilities to design and deliver personalized, orchestrated email marketing campaigns – strengthening customer engagement, driving loyalty, and boosting your bottom line. And, for those with limited in-house capabilities, we offer a full spectrum of expert support, from hourly consulting on the one end to our “white glove” service on the other, with Doxim experts to manage your email campaigns for you.



Key Benefits

- Elevate your brand and CX with modern, interactive HTML emails
- Deliver timely and ongoing touchpoints with orchestrated campaigns
- Leverage dynamic data for personalized, relevant communications
- Strengthen customer engagement and loyalty; boost your bottom line
- Achieve industry-leading delivery rates
- Leverage data and insights for ongoing improvement
- Leverage Doxim best practices and expertise for optimal results

In the shift to digital, email has become a preferred communication channel for many customers. Customers are receptive to emails from their trusted service providers – opening, reading, and responding to emails that are timely, personalized, and deliver relevant communications and offers.

But to achieve these outcomes, you need a modern email marketing solution – one that's driven by data. Modern solutions equip marketers with the insights they need to know their customers, to create targeted and engaging content, and to orchestrate touchpoints. And, as mentioned, they also produce meaningful analytics for ongoing refinement.

Skillfully managed email marketing campaigns are a powerful engine for upselling, cross-selling, and increasing brand and customer loyalty. And, if you're not optimizing this channel today, we can help you get started!



A Proven, Trusted Solution

Doxim Email Marketing (EMM) is a modern, trusted solution used by hundreds of organizations of all sizes. It offers a complete set of robust capabilities that are tailored to the needs of regulated industries. It can manage everything from simple one-off e-blasts to multi-touch, orchestrated email marketing campaigns based on trigger or autoresponder events. It even includes a powerful solution to drive eStatement enrollment and paper statement opt-out in a single click.

Use Dynamic Data to Personalize

If you want to generate results, personalization is key. A study by Aberdeen Group suggests personalized emails improve click through rates by 14% and conversion rates by 10%.

Within Doxim EMM, dynamic data lets you add recipient names and customize subject lines to increase your conversion rates. You can also personalize the body content, including content for the product, program, or offering that's relevant to each customer. Doxim EMM even allows you to incorporate targeted images and content based on the clients age, demographic, geography, purchasing history or other known factors. Study your data and get creative!

Verify Campaigns Before Sending

Before you press "send", Doxim EMM lets you preview a test email to confirm your message displays correctly across multiple platforms. The solution has one of the best delivery rates in the industry and, to achieve this, it can test and verify in advance that your email won't get caught in spam filters.

Stay Engaged with Multi-Step Email Campaigns

By deploying smart campaigns that respond intelligently to recipient behaviors and actions, your email campaigns can garner even better results. Use Doxim EMM to design and deploy automated, multi-step, trigger-based campaigns that respond to customer actions, take conversations to the next stage and deliver relevant and timely communications for better customer engagement.

Review Campaign Data

Track email marketing campaigns in real time with in-depth reporting on open and click-through rates, bounces, forwards and unsubscribes. Learn at what time of day most of your emails are opened. Use monitoring data to understand campaign successes and improve ROI.



Integrate Third-Party Data to Automate Key Processes

One of the unique features of Doxim EMM is how it integrates with your core back office, or other outside data sources like CRM, allowing you to automate email outreach for key customer-facing processes. Automated email reminders can be an easy way to take the burden of account administration off the shoulders of your employees.

A Toolset for Your Team or a Turnkey Solution – Your Choice!

Doxim EMM has flexible options for organizations of all sizes. For larger organizations, a WYSIWYG toolset allows your marketing team to get email campaigns rolling with minimum fuss and effort and maximum impact. Smaller organizations, with limited in-house resources, can leverage Doxim experts to design and implement effective email marketing programs on their behalf.



Doxim is the customer communications and engagement technology leader serving financial and regulated markets, providing omnichannel document solutions and transforming experiences to strengthen engagement throughout the entire lifecycle. Learn more at www.doxim.com.