



Doxim Email Marketing

Boost Customer Engagement with Personalized, Orchestrated Email Marketing Campaigns

Consumers today respond to communications that thoughtfully and proactively recommend products and services. Unfortunately, many organizations don't have the ability to make relevant recommendations in a timely fashion through the customers' preferred channels. With Doxim Email Marketing (EMM), you can analyze your customer information and create emails with targeted content that are sure to deliver higher response rates.

Personalized, Segmented Email Marketing

Evaluate your customers and match high-value segments of your database to targeted offers that get great results. Your customers will appreciate how you limit email marketing messages to products and services they could really use, delivered through the channel they prefer.

Product Highlights

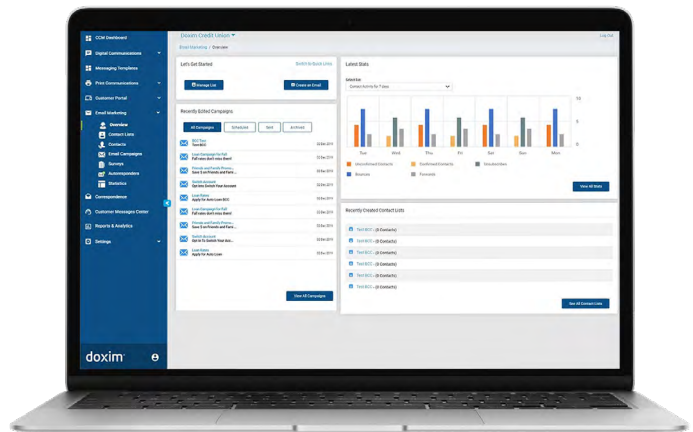
- Multi-tenant SaaS solution
- Completely browser-based; zero infrastructure required from your IT staff
- Integrated into the Doxim CCM and CEM platforms, or stand-alone
- Modern capabilities for designing and delivering personalized, orchestrated email campaigns based on triggers or autoresponders
- Supported by Doxim expertise and "white glove" outsourced service

Evaluate and Fine-Tune your Campaigns

Market more intelligently by consistently reviewing and fine-tuning your campaigns. Monitor your multi-touch email campaign data in flight and make tweaks to improve results. When the promotion is over, analyze success rates and apply lessons learned to future email campaigns.

Email Marketing for the Doxim Platform

Doxim EMM is available as an integrated component of both the Doxim Customer Communications Management (CCM) platform and the Doxim Customer Engagement Management Platform (CEM), or as a stand-alone solution. We offer a spectrum of support, from hourly consulting to our "white glove" outsourced service – in which Doxim experts manage and optimize email campaigns for you.



Doxim Email Marketing

Personalized, Orchestrated Email Marketing Campaigns

Included

Create and Update Email Marketing Campaigns

- Email template library or ad-hoc email creation capability from within the DAP ✓
- Preview tools for Gmail, Outlook, Yahoo, AOL and mobile responsiveness ✓
- SPAM reviewer with recommendations ✓
- Campaign scheduling with controlled delivery rates ✓
- Customizable "From" and "Reply to" fields ✓

Email Template Editor

- Professionally created branded templates included in the onboarding process ✓
- WYSIWYG (HTML) and text editor – rich design tools addition shown ✓
- Supports graphics, text, fonts, hyperlinks, images and emoji ✓
- Mobile responsive support validated with Litmus ✓

Dynamic Content

- Present email versions and selective images based on custom fields and personalized copy ✓

Contact and List Management

- Add contacts to your lists individually or via bulk upload ✓
- Automate and schedule import/export of contact lists and the list of unsubscribes ✓
- Create your own custom fields to create message segmentation and automation triggers ✓
- Segment a single master email list instead of trying to manage multiple lists ✓
- Automatically de-duplicate email addresses ✓

Campaign Triggers

- Autoresponder – send predetermined email messages when new recipients are added ✓
- Use triggers to send automated email response messages based on events ✓

Reports and Statistics

- Monitors statistics – number of emails sent, open rates, click-through rates, bounces, etc. ✓
- Tracks individual users and their activity, date and time statistics ✓
- Download results to a CSV file for offline analysis or on a results dashboard ✓
- Compare results to previous campaigns ✓

Online Surveys

- Initiate surveys through emails ✓
- Generates surveys, creates questions for user response, gathers survey results ✓
- Uses drop downs, radio buttons, etc ✓
- Leverages the same contact list used for emails ✓

Administration Tools

- User interface to create and edit: campaigns, emails, contacts, contact lists, statistics, triggers ✓
- User interface and dashboard to monitor campaign results ✓

Doxim Support

- One hour per month of hands-on creative support included ✓
- Full outsourced campaign management service available ✓
- Initial onboarding includes campaign ready templates ✓

Ready to see what Doxim Email Marketing can do for your team?

Discover the powerful capabilities of Doxim Email Marketing, and how they can impact your business by driving better sales insight and improving share of wallet.

[Request Demo](#)