



Doxim Email Marketing

Boost Customer Engagement with Personalized, Orchestrated Email Marketing Campaigns

Today's customers are receptive to communications that thoughtfully and proactively recommend products and services. Unfortunately, many organizations don't have the ability to analyze customer accounts and make relevant recommendations in a timely fashion through the customers' preferred channels. With Doxim Email Marketing (EMM), you can analyze 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.

Solution Highlights

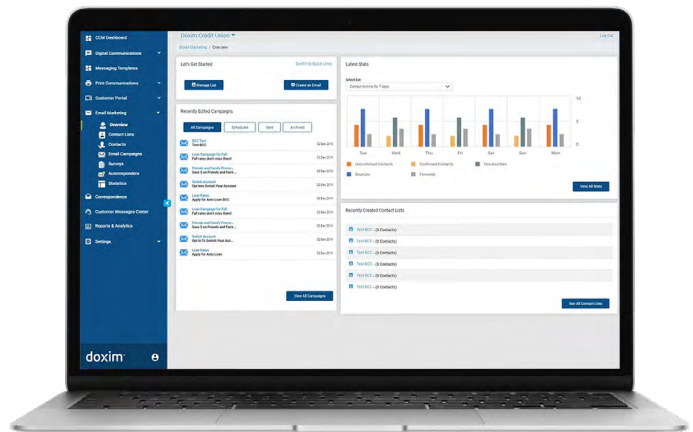
- Multi-tenant SaaS solution
- Completely browser-based; zero infrastructure required from your IT staff
- Integrated into the Doxim CCM and CEP platforms, or stand-alone
- Modern capabilities for designing and delivering personalized, orchestrated email campaigns based on triggers or autoresponders
- 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 Platform (CEP), 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

Leverages the same contact list used for emails

Included

Create and Update Email Marketing Campaigns

Email template library or ad-hoc email creation capability

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

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

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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](#)