

Features

Benefits

Module: Campaign Management

Easy & Intuitive Campaign Creation

Our campaign wizard lets you perform a number of tasks - everything from campaign settings to tracking to selecting your lists to personalization - while you stay only on one page throughout your campaign creation process. Yes, only ONE page.

- ✓ An easy to use, everything on one page campaign wizard **saves you time, is less error prone**, and helps you to create a complete campaign.

Multipart Delivery

Emails are dispatched from Vanilla\Connect with both a HTML as well as text version.

- ✓ Ensures all recipients will be **able to read your communications**.

So, if your recipients view on a mobile device or have disabled HTML, the most appropriate version will be chosen on dispatch.

Campaign Scheduling

Select a future date and time for automatic dispatch of your campaigns.

- ✓ **Offers flexibility & control.** Your campaigns can be sent at the optimum date & time for best response.

Built-in SPAM checker

Checks & scores the content of your campaign against spam filters in advance of dispatch. We partner with SpamAssassin, the industry leader.

- ✓ **Identify potential issues** with spam filters in advance to maximize your email deliverability.

Personalization

Vanilla\Connect comes with built-in personalization toolset to make your campaigns look professional and highly personalized with subscriber merge tags, manage your profile, company address information, forward to a friend, and unsubscribe links.

- ✓ Marketers can easily achieve effective one-to-one interaction even though your campaign is sent to thousands of subscribers resulting in an **increase in subscriber loyalty, conversions, and brand engagement**.

One-click Google Analytics Integration

Vanilla\Connect is integrated with Google Analytics. Simply check a box, customize how your campaigns should be tracked, and we will do the rest.

- ✓ Using Google Analytics, Marketers can check the impact of their campaigns in **driving traffic to their website**.

Campaign Testing

Create a test group with a seed list to test your campaigns before you deploy.

- ✓ Marketers can stay true to the old adage: Test & test again.

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Module: Content Management

Content Approval Process

Vanilla\Connect allows you to create content and place it in draft mode so that it will not appear for selection during campaign creation.

- ✓ **Protects** from accidentally or deliberately publishing incomplete content or content pending approval.

Dynamic Containers

Create unique content specific to different target segments.

Select the list to which the dynamic campaign needs to be sent.

Map each target segment of your subscribers with the appropriate dynamic content.

Use these containers in your campaigns. Vanilla\Connect will automatically merge the dynamic containers based on the segmentation criteria.

- ✓ One of email marketer's biggest challenges - **"How to send relevant content to my subscribers?"** - will no longer be an expensive proposition or an exercise in futility.
- ✓ Vanilla\Connect's dynamic containers will help marketers **dynamically and easily send relevant content to targeted user segments in the same campaign.**

Module: Campaign Optimization

A/B Split Testing

Powerful A/B split testing lets you test your campaigns against a small part of a list or segment for effectiveness on:

1. Subject Lines
2. From Name
3. Actual Content

Vanilla\Connect will analyze the result and will select the winner of A/B split testing automatically.

- ✓ Marketers can optimize the right combination of campaign variables to **boost campaign response now.**
- ✓ Testing more variables **increase likelihood** of split test winner's preference to suit rest of the list.
- ✓ Automatic test and analysis **saves time.** Easily send the split test winner to rest of the list or segment.

Dynamic Campaigns

Dynamic Campaigns allow you to send personalized, one-to-one marketing campaigns based on several segmentation variables such as your subscribers demographics, interest, or past response to your campaigns.

- ✓ Marketers achieve **true one-to-one interaction** by dynamically sending targeted communications to their customers. Vanilla\Connect will help accomplish this objective **automatically.**
- ✓ Marketers can quickly adapt to their target market's changing needs **without any increase in resources or time.**