

Features

Benefits

Module: Calendar Management

Calendar Management

Vanilla\Connect's calendar management module displays 4 different events on the calendar:

1. Campaigns sent,
2. Campaigns scheduled,
3. Your project related tasks, &
4. Holidays

Vanilla\Connect automatically displays on the calendar the dates when campaigns were sent and/or scheduled. You can customize the calendar by adding your personal tasks related to your marketing campaigns and holidays.

✓ Calendar Management gives marketers a 30,000 ft level view of all their campaign activities - past, present, & future. This capability **allows marketers to focus on the urgent as well as the important.**

✓ Customizing the calendar with personal tasks related to campaign activities as well as any holidays could aid marketers to get a realistic view of their commitments in the context of available time so that they can **manage their time effectively.**

Module: Reports Management

Graphical Representation of your Results

Your campaign response metrics will be presented in boardroom-ready graphs and charts.

✓ Easy campaign analysis ready for you to present in meetings and justify more email marketing budget.

Key Performance Indicators

Vanilla\Connect tracks the following performance indicators:

1. Response funnel,
2. Reader rate,
3. Receipt rate,
4. Click rate,
5. Bounce rate,
6. Viral rate,
7. Unsubscribe rate,
8. Campaign response rates, & many more.

✓ Armed with comprehensive analytics and visually pleasing graphs, marketers will be in a position to **clearly see the performance of their campaigns** and decide on those campaign variables that they can optimize to achieve their objectives.

Bounce Reports

Vanilla\Connect's bounce statistics offer insights into email id's that bounced (hard/soft) & the specific reasons.

✓ Vanilla\Connect's comprehensive & clear bounce reports will **help marketers to take care of list hygiene**, keep their list fresh, & better manage retention.

Campaign Compare Reports

Compare Reporting for Multiple Campaigns side-by-side.

✓ Benchmark your most successful metrics. Learn which of your campaigns are working, which are not, and do more of those that are winning.

Features

Benefits

Campaign Performance Reports

Vanilla\Connect provides a lot of performance reports including:

1. List performance,
2. Domain report,
3. Click-through performance,
4. First 24 hours open/click performance,
5. Campaign forward, and
6. Unsubscribe reports.

- ✓ Essentially you can track any metric, perform a drill-down analysis quickly, and factor the results in your next campaign.

Behavioral Targeting based on Reporting Data

Create powerful segmentation queries based on the history and behavior of your campaign recipients - including which emails they have received, opened, and clicked-through.

- ✓ Marketers can **increase campaign response rates and boost ROI** using Vanilla\Connect's behavioral targeting capabilities:
 - ✓ Target your most responsive and profitable customers.
 - ✓ Identify and mail your hot prospects.
 - ✓ Identify and reengage your dormant contacts.

Geomap of Results

View your open report on geography on an at a glance heatmap.

- ✓ Pinpoint your geographical hotspots for better metrics & ROI.

Unlimited Exporting of your Report Statistics

Export reporting data as many times as you need.

- ✓ Feed results into your CRM, back-end databases, pass on to your sales team, or include in marketing reports & presentations.