FACT SHEET

EMAIL MARKETING

Mono Email Marketing helps SMBs to quickly and easily create targeted email campaigns.

EASY-TO-USE INTERFACE

Mono Email Marketing is a native digital marketing product on the Mono Platform that excels at simplicity and ease of use for SMBs. The intuitive interface is built from the same user experience principles as the website editor, such as drag-and-drop, which allows any user to easily navigate and use the email editor to create and send professional campaigns.

DIRECT INTEGRATION

Mono Email Marketing is directly integrated with Mono Customers, allowing small businesses to easily store and manage their subscribers. Segmenting the audience for each campaign is easy. You can either target all customers in your database, or specific groups of customers, which can be managed in Mono Customers. No matter which groups customers belong to, the integration ensures that emails are only sent to customers who have consented to receive marketing emails in order to ensure legal compliance. Mono Email Marketing is also synchronized with the File Manager to ensure easy use and reuse of images on the Mono Platform. With this two-way integration, images uploaded to the File Manager will be available in Email Marketing and vice versa.

CUSTOMIZABLE LAYOUT

The predefined email marketing layouts available are based on best practice email campaigns and enable small business owners to set up a campaign in no time. Each layout can be customized by adding or deleting rows of content. This makes it easy for SMBs to build up exactly the layout they need for their campaign – including graphics, text, links, call-to-action buttons and business information.

MONO

FEATURES

Mono Email Marketing includes
the following features:

- ‣ WYSIWYG email editor
- ‣ 4 pre-designed email layouts
- ‣ Row library:
  Add predefined rows of content
  to customize the email layout
- ‣ Delete basic and advanced rows
- ‣ Direct integration with Mono
  Customers where subscribers
  are managed
- ‣ Segmentation options via customer
  groups in Mono Customers
- ‣ Manage individual marketing consent
  in Mono Customers
- ‣ Preview in desktop and mobile
- ‣ File Manager integration
- ‣ Style button color
- ‣ 8 email supported fonts
- ‣ Undo/redo options
- ‣ Send test email
- ‣ Schedule the sending of emails
- ‣ Unsubscribe functionality
- ‣ Email marketing metrics: Open rate,
  bounce rate, and click rate

HOW IT WORKS

Mono Email Marketing enables small businesses
to create targeted email campaigns in order
to connect with- and grow their customer
base. With the pre-designed email layouts
users can effortlessly create new campaigns.
The integration with Mono Customers offers a
convenient way to manage recipients and target
all customers or specific customer groups.

SETUP DETAILS

- ‣ Enabling Mono Email Marketing in your
  product portfolio requires an amendment
  to your existing contract.
- ‣ Mono Email Marketing is a standalone
  subscription and can be administered
  in RAI.
- ‣ Mono Email Marketing requires the latest
  version of Mono Customers on the new
  editor interface.

CONTACT

For more information, please
contact your Partner Success
Manager or send a mail to
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