infobip

EMAIL SOLUTIONS

Introduction

One of the keys to building long-term loyalty with customers is by letting them choose how to engage with your brand. Driven by constant technological innovation, customers increasingly expect to receive the right message, at the right time, via the right channel.

According to Kahuna data[1], email continues to grow and be a "mobile-first messaging" platform with 86% of emails were opened on a mobile device in Q1 2016. For businesses, it remains one of the most cost effective and least intrusive communication channels available. The challenge is how to effectively manage email together with other mobile communication channels, so it enhances communications seamlessly, and without issue.

Whether using an in-house solution or a third party service for email automation, each organization expects their service to help:

- track deliverability using reports and logs

- avoid spam filters

- use one provider for all channels (lower learning and integration costs)

- support service and follow best practices

Infobip's Omni-channel messaging suite addresses all these challenges through a single platform for all mobile messaging channels. Our solution helps companies implement and manage email automation together with SMS, voice, push notifications, and Over The Top (OTT) campaigns and messages.

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[1] ("The Kahuna Mobile Marketing Index", Q1 2016)

Why Email?

Email is a powerful tool for driving business and engaging with customers. From **transactional** emails that confirm online purchases to informative emails letting passengers know their flight has been delayed to **promotional** emails offering customers deals at their favorite store, email is one of the most flexible messaging tools available. Now that email has moved from desktop-first to predominantly mobile-first, it is a perfect complement to other communication channels for non-urgent, media-rich messages to customers.

Email remains one of the most cost-effective forms of promotion available. Unlike high-cost outlets like billboards, TV, or print, email allows you to customize messages to customers, target specific customer groups with tailored content, track the effectiveness of your messages, and get immediate results from campaigns. The Infobip Portal gives you **actionable data** that you can use to build reports tracking all of your campaigns and derive an ROI for your activities.

Solution overview

Email automation is built into our Omni-channel messaging suite, allowing you to launch rich email campaigns effortlessly and cost efficiently. Through the Infobip Platform you have access to not just email, but also SMS, push, and voice communication channels; plus the tools to effectively manage your campaigns

Infobip's Email Solution can be used as a standalone service or as a part of our Omni-channel suite. All messaging options are available through our simple **API (dev.infobip.com)** ready to integrate into your own systems or through our user friendly front end tool **Infobip Portal (portal.infobip.com)**. Like all our messaging products, Infobip Email runs on our Platform that provides exceptional delivery and reliability regardless of the size of your mailing list.

As part of our Omni-channel suite, our Email Service is integrated with all of our other communication channels. Not only can your customers choose what channel works best for them, our Omni-channel suite provides communications failovers. For example, if your SMS message does not go through, an email can be triggered to deliver the message to the user. By leveraging multiple channels at once, you significantly improve your deliverability and communication effectiveness, all while reducing messaging costs.
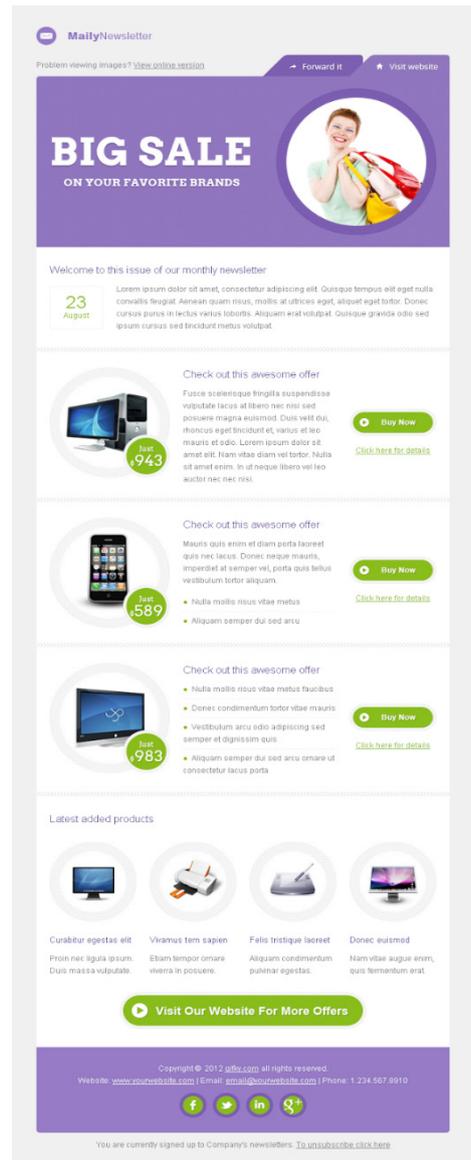
Email Solution Features

Infobip Email can integrate with your existing workflows and processes to deliver one-to-one or one-to-many emails based on business rules. The table below has a few examples of emails triggered by business workflow logic:

|	MARKETING	TRANSACTIONAL	INFORMATIVE
Example	Summer collection sale	Online purchase receipt	Change to online T&C
Trigger	Sender	Recipient	Sender or Recepient (event scenario/system)
Relation	One-to-many	One-to-one	One-to-one or many
Unsubscribe link	Yes	No	Yes

Supported email formats and functions

Using Infobip's Omni-channel suite, you can send a variety of message formats including:

- Plain text – send quick, automatic notifications via email that are compatible regardless of device or platform

- HTML format – produce rich and engaging emails that enhance your brand, support your marketing goals, and increase campaign effectiveness

- Attachments – add attachments to emails with informational or value-added content. For example, attach account statements at month-end or include a PDF receipt for purchases

We offer a rich set of tools that meet all email marketing and communications needs:

- Dashboard – have a visual preview of real-time campaign performance, with breakdown by statuses, error groups, delivery rate, and delivery time to easily monitor campaign behavior

- Reporting – view delivery reports and other statistics (deliveries, opens, clicks), to measure campaign performance and continuously improve conversion rates

- Logs – quick access email logs for troubleshooting and analysis

- Campaigns – send and manage ad hoc email campaigns through the Infobip Portal with all your existing Voice, SMS, and Push campaigns

- Spam validator – automatically check if your email content might be flagged as spam before it goes out, so you can adjust and make corrections to assure campaigns are successfully delivered

- Anti-virus check – automatically validate attachments against viruses and protect your users from potential threats and increase customer trust
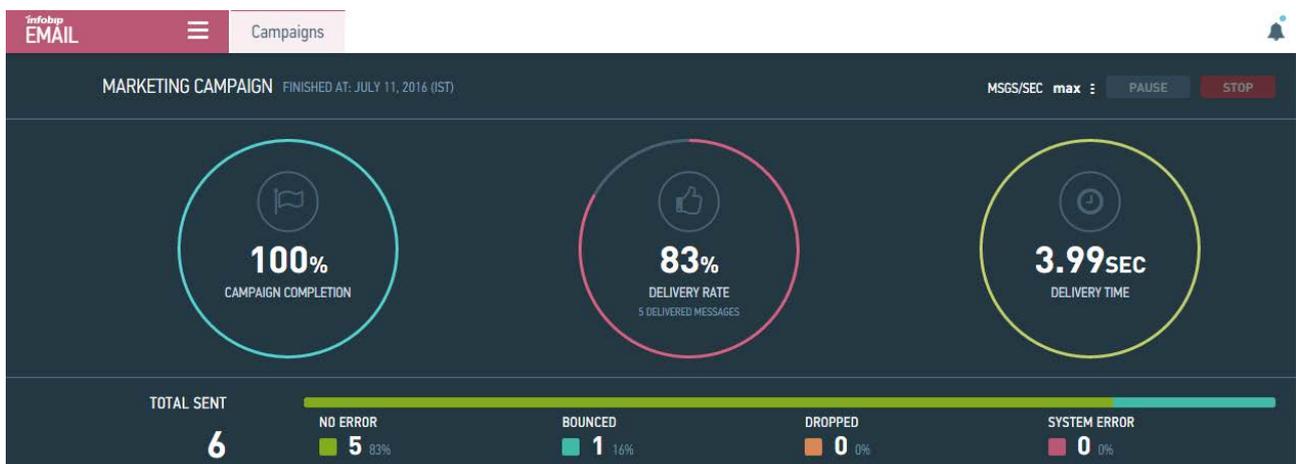
Integration, on-boarding, and developer resources

Once you create an Infobip account with your Sales Manager (including registering and verifying your email domain with us) you can connect to our Platform through our API or the Portal, and start sending emails to your customers in minutes.

Infobip's API Developer Hub at dev.infobip.com provides detailed documentation, code samples, advanced tutorials, and API libraries for your developers to start quickly and effortlessly integrating your applications with our API.
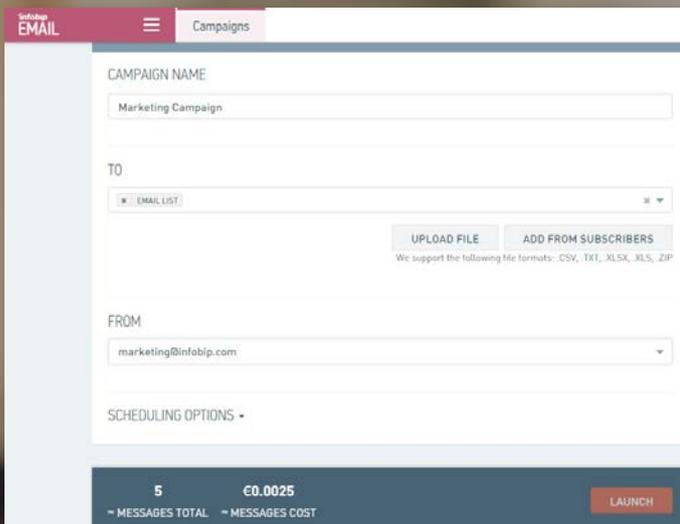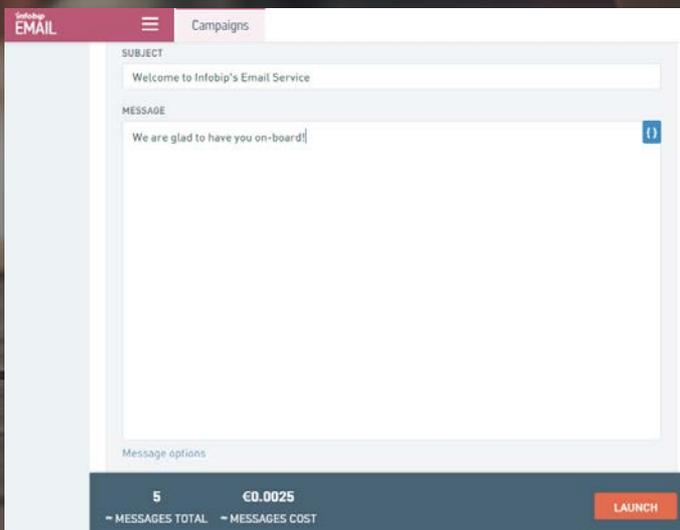
The Infobip Portal provides an easy on-boarding process and requires no programming knowledge to get started. Simply go to portal.infobip.com, log in using your account credentials provided by your Sales Manager, and the Portal's user friendly interface will quickly navigate you to our Email service.

If you plan on using Email as part of your multi-channel communication strategy, you can utilize our Omni-channel suite and send campaigns leveraging all Infobip's channels, according to your customers' preferences and your campaign goals. For more information on how to use the Infobip Portal and all its functionalities, see the Infobip Portal Manual, contact your Sales Manager, or Infobip Support.
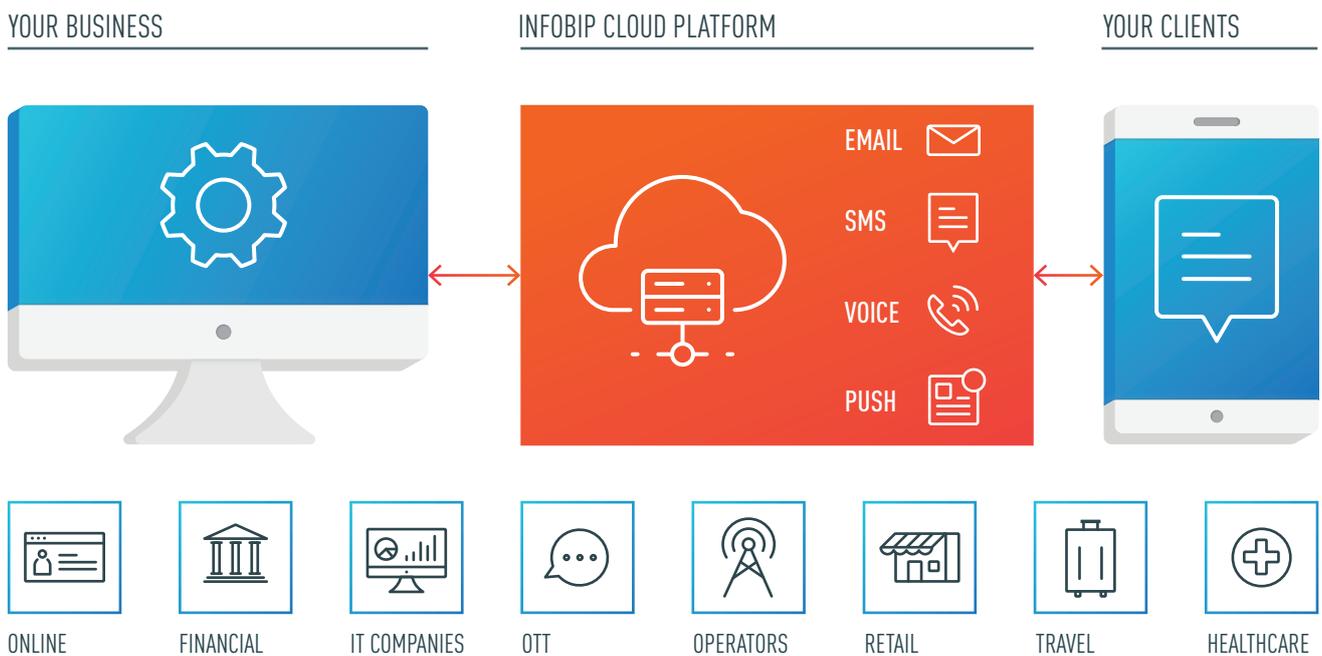

Support

Infobip's Support team is available 24/7, offering assistance in seven different languages (English, Croatian, Spanish, Portuguese, Turkish, Chinese, and Nigerian), over email, phone, and SMS. Our support team will ensure your questions are answered and your campaigns are successful.

About Infobip

Our company was created to enable businesses to communicate with their customers through mobile devices in a more efficient and cost effective way. With Infobip you gain a powerful business partner that can help you achieve that. Infobip services feature:

- Flexible solutions based on client's specific business needs

- Performance, security and reliability on a global scale, with local presence

- Fast implementation, 24/7 support, innovation

- Comprehensive mobile communication platform and a one-stop-shop for all A2P mobile needs

Our reputation for outstanding customer service spans the globe, and we look forward to helping you achieve your business goals.

YOUR BUSINESS	INFOBIP CLOUD PLATFORM	YOUR CLIENTS
	EMAIL SMS VOICE PUSH	

ONLINE	FINANCIAL	IT COMPANIES	OTT	OPERATORS	RETAIL	TRAVEL	HEALTHCARE

Find out what you can do with Infobip's proprietary platform, coverage of 800+ networks worldwide, and the industry's best 24/7 tech support.

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