

Email Marketing

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Deliverability



- IP Warming
- SPF / DKIM / DMARC
- Unsubscribe Management
- Database Cleanse

Engagement

- Customer Centric
- Triggered
- Segmentation
- Personalization



Testing



- Personalization
- Content
- Layout
- Day/Time of send

Reporting

- Email Marketing Stats
- Testing results
- Campaign KPIs



Thank You