



# Email Automation Services

***To complement our automated direct mail programs, CSG Direct also offers an automated email product for those that wish to add electronic communication to their direct marketing programs.***

### ***Benefits of automated emails:***

- Reduce production time and the possibility of errors.
- Variability and multiple versions to assure pinpoint marketing tailored to your individual clients.
- Maximized deliverability using a combination of enterprise servers, email validation, and inbox activity rating. These processes are unique to CSG Direct's automated email platform.
- Advanced performance reporting through our online portal.
- Campaign integration connects your email campaigns to your other marketing programs to create multi-channel marketing campaigns.
- On-time delivery of message despite staffing changes.
- Consistency of branding.
- Overall time and expense savings by reallocation of employee resources.

### ***Here's how we do it:***

- We work with your team to set up criteria within your customer database to trigger your email on a timed schedule.
- We use our proprietary email platform to send your emails through enterprise email servers that are powerful, fast, and reputable for improved deliverability. This helps to assure your emails don't go to spam folders and/or are rejected/bounced altogether.
- We provide daily counts of your email programs progress: Opened and unopened emails, unsubscribers, invalids, bounces, inbox activity rating, and much more.

### ***Programs to choose from:***

- **New member program:** Start creating loyalty immediately by sending an email to a new customer as soon as they join you.
- **Birthdays or anniversaries:** Celebrate a customer's birthday or signup anniversary.
- **Monthly loyalty emails:** Reward customers for their loyalty each month.
- **Inactives:** Don't let customers slip through the cracks, invite them back when you haven't seen them by a specific date.
- **Event based offers:** Any event you can track in your data can be used to trigger an email with personalized offers.
- The possibilities are as endless as your marketing needs...

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