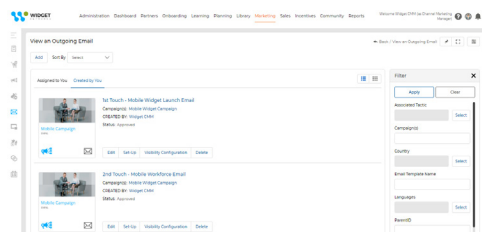# Email Marketing Management

The Email Marketing Management module of ZINFI's partner marketing management (PMM) platform makes it easy for you to set up multi-touch co-brandable emails for use by your partner organizations to execute a variety of email marketing initiatives. Responsive designs make your CTA always visible, whether on mobile or desktop.

Template Management

ZINFI's Email Marketing Management module allows your organization to create ready-to-use templates for channel partners to deploy in various email campaigns. It's a snap to set up multi-touch templates that your channel partners can quickly customize to run co-branded email campaigns.

You can also set up drip campaigns using diverse tactics tied to various CTAs, and your channel partners can deploy these drip campaigns with just a few clicks. Campaigns like these are a great way keep customers engaged and determine their interest level.

Before launching an email campaign, use test mailing lists to ensure that the email layout, design, and links are working as expected in webmail, email clients and mobile email apps. With the add-on functionality; verify and clean email lists for the perfect send and, verify and validate emails to be sent to your customers.
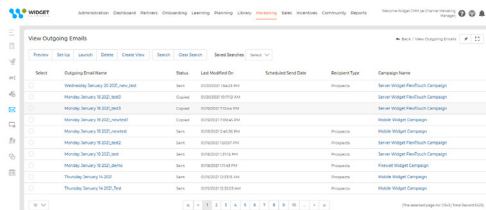
Key Features

✔ Easy content setup and management

✔ Visibility configuration

✔ Manage Test Mailing List

Setup & Launch

With ZINFI's Email Marketing Management module, channel partners can view the templates assigned to them by vendors, select a template and quickly create their own customized version of the template for their marketing activities. Integration with SendGrid - cloud-based SMTP provider allows us to send email without having to maintain email servers.

The module's Zone Lock feature is used by vendors during template creation to ensure that branding remains intact as partners edit content in defined zones. The integrated Email Bounce Checker lets clients verify email lists to Improve email inbox deliverability and campaign's ROI.
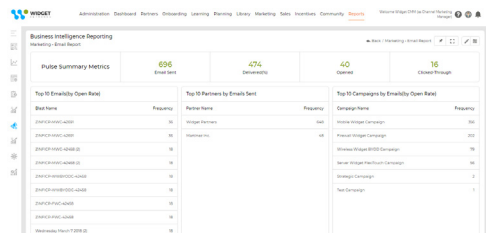

Key Features

✔ Template selection

✔ Content editing and customization

✔ Bounce Checker Integration

✔ SendGrid integration

✔ Customized Sender Domains

Performance Tracking

The Email Marketing Management module makes it possible for your organization to monitor and manage the performance of email campaigns executed by each partner with real-time analytics. Detailed metrics give you a better understanding of what's working well, and which campaigns or campaign tactics need to be refined.

The module has also been designed to make it easy for your organization and your channel partners to track activities performed by each recipient of the emails sent, including links clicked, documents downloaded, forms filled out and more. This helps partners plan follow-up activities in a systematic way.

Key Features

✔ Summary dashboard

✔ List of top performers

✔ Detailed reporting

AMERICAS
sales.noram@zinfitech.com
6200 Stoneridge Mall Road, Suite 300
Pleasanton, CA 94588
United States of America

EUROPE, MIDDLE EAST AND AFRICA
sales.emea@zinfitech.com
Davidson House
Forbury Square, Reading
RG1 3EU, United Kingdom

ASIA PACIFIC
sales.apj@zinfitech.com
3 Temasek Avenue
#21-00 Centennial Tower
Singapore 039190

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