

# Email Marketing Management

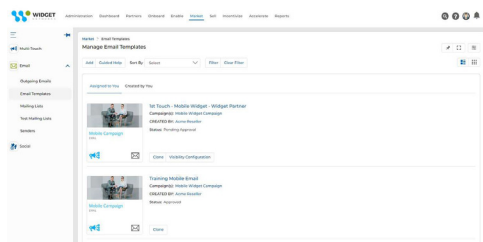
*Email Marketing Management of ZINFI's Unified Partner Management (UPM) platform makes it easy to set up multi-touch co-brandable emails for your partner organizations to execute various email marketing initiatives. Responsive designs always make your CTA visible, whether on mobile or desktop.*

## Template Management

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

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 to 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 work 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 your customers.



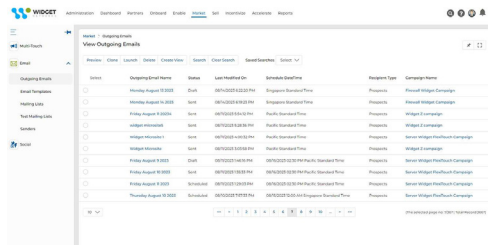
### Key Features

- ✓ Easy content setup and management
- ✓ Visibility configuration
- ✓ Manage Test Mailing List
- ✓ Preview/Update Content via CMS Editor

## Setup & Launch

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

Vendors can use the Zone Lock feature 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 ROI.



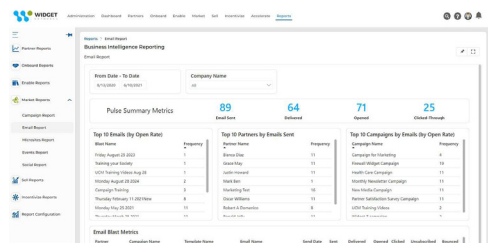
### Key Features

- ✓ Template selection
- ✓ Content editing and customization
- ✓ Bounce Checker Integration
- ✓ SendGrid integration
- ✓ Customized Sender Domains

## Performance Tracking

Email Marketing Management allows 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.

Email Marketing Management has also been designed to make it easy for your organization and your channel partners to track activities performed by each recipient of emails, including links clicked, documents downloaded, forms filled out, and more. This helps partners systematically plan follow-up activities.



### Key Features

- ✓ Summary dashboard
- ✓ List of top performers
- ✓ Detailed reporting

**AMERICAS**  
[sales.noram@zinfitech.com](mailto: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](mailto:sales.emea@zinfitech.com)  
 Davidson House  
 Forbury Square, Reading  
 RG1 3EU, United Kingdom

**ASIA PACIFIC**  
[sales.apj@zinfitech.com](mailto:sales.apj@zinfitech.com)  
 3 Temasek Avenue  
 #21-00 Centennial Tower  
 Singapore 039190

Please visit [www.zinfi.com/contact-us](http://www.zinfi.com/contact-us) to see the locations and contact information of our other global offices.

© ZINFI Technologies Inc. All Rights Reserved.

Australia • China • Hong Kong • India • Indonesia • Japan • Korea • Romania • Singapore • UK • USA