



Email Marketing

An essential module to ensure that your email campaign is a success

Contegro®

The Contegro® Email marketing module will ensure that your business achieves the best possible outcome for your email campaigns. This module is designed to streamline your website email subscriptions and recipient list management.

As a primary marketing tool, your website becomes the central point at which your email data is collected. Data for entirely separate lists can be collated directly from either specific Contegro® forms such as member registration and product enquiry or from micro-sites if you have segmented markets or brands. These are added automatically to the corresponding lists reducing the need for double handling of the data.

The distribution of your emails to your recipient list is performed via a third party delivery engine. This enterprise level delivery service encompasses; Email Authentication, Redundant Mail Servers, ISP Feedback Loop Integration, Blacklist Monitoring and other SPAM related issues.

With the Unsolicited Electronic Messages Act now in effect, the “shot in the dark” approach to email marketing can have a very detrimental effect for your business so it is important to get it right first time.

Compatible Add-on modules

- » Shopping Cart – Registration form
- » E-Commerce Lite – Registration form
- » Product Catalogue – Enquiry form
- » Contegro – Member Registration form
- » Form Builder & Survey – All forms. Additionally, with a Survey, you have the ability to send a ‘reminder’ to recipients that haven’t completed the survey yet or a ‘thank-you’ to recipients that have completed it.

Key Features

We’ve got it covered

The Email Marketing module centrally manages all newsletter sign-ups within all forms on your website. This simple concept allows you to take control and add a ‘newsletter sign-up’ check-box to any form such as; member registration, complex surveys and detailed shopping cart forms.

One administration console, one login!

Managing your website subscribers, subscriber lists and sending out your email campaigns are a breeze with central management from within the Contegro® Administration console.

Automatically synchronized

Accuracy is the key with your valued subscriber list. Automatic synchronization ensures that subscriber details between Contegro® and our third party delivery engine are precise and uncompromised.

Automatically
synchronize databases by
directly mapping fields

The image shows two overlapping screenshots of the Contegro administration interface. The top screenshot is titled 'Contegro Website Reseller Form' and shows a 'Form Manager' with various input fields like 'Reseller', 'Phone', 'Website Address', 'Account Type', and 'Hosting Server'. The bottom screenshot is titled 'Set Mapping' and shows a table mapping website fields to email database fields.

Website Field ID	Email Database Field ID
Reseller	ContegroResellerName
Phone	MemberPhoneNumber
WebsiteAddress	MemberWebAddress
AccountType	ContegroClientAccountType
HostingServer	ContegroClientHostingServer



Real-time reports allowing you to see who opened it, what they were interested in, who they shared it with and much more.

The example shown is indicative only and will be designed to suit your Contegro website.