



**EPISERVER**  
**MAIL**



**Focus on your message**

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## – Reach your audience quickly and efficiently

E-mail communication is a key part of the digital marketing mix. Create customized messages and reach your target audience quickly and efficiently with EPiServer Mail. Forget the need for hardware, software and system operation. Forget the need for programming knowledge and focus instead on what you want to communicate to your target group, for both internal and external communication.



EPiServer Mail demonstration newsletter

### IMPORTANCE OF E-MAIL COMMUNICATION

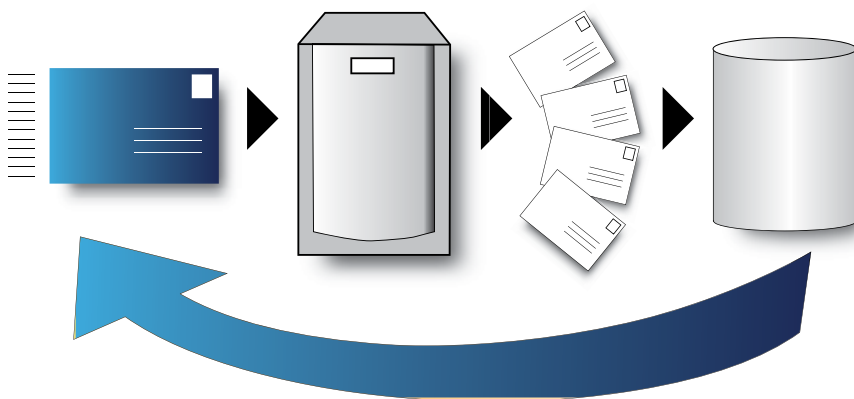
The importance of e-mail communication is increasing. As a part of the digital marketing communication mix, it is one of the best tools for communicating with your target audience and engaging them in a dialogue. E-mail communication is fast, cost effective and enables you to distribute personalized content to your audience. A well-designed e-mail must be easy to create and simple to distribute. Properly used, e-mail communication enables you to convey selected topics to your audience and create demand, increase brand awareness, generate sales opportunities and drive traffic to your website. It is also an efficient tool for internal information. For e-mails to create the desired results, the communication must be developed directly for the target audience.



Circulations are created as plain text and/or as an HTML page in the build-in Web-based WYSIWYG editor in EPiServer Mail. The editor can be reached from wherever you are. Or you can choose to send an HTML page that is accessible from a public site, e.g. from your PR office.

### CREATE YOUR E-MAIL FAST

With EPiServer Mail, you can deploy an e-mail communication initiative from any location; all you need is Internet access. One of the main advantages of EPiServer Mail is that you create your e-mails directly from your EPiServer CMS environment which is already in place for your external website, intranet, extranet or your EPiServer Community. This way, content is only produced once and reused in multiple channels, which saves time and resources, and improves quality. It also ensures that traffic is driven to the Web site. The integration to EPiServer CMS also provides the marketer or web editor with complete control of the final output and all the work is done within a familiar tool. You also have the choice of creating your e-mail communication quickly and easily through the straightforward and powerful HTML editor which provides full support for creating HTML or text-based messages.



When you are satisfied with the layout and content you simply click on send. Our e-mail server receives the order and dedicated servers handle the mass delivery to your recipients. Optimal performance is achieved without the use of your servers.

## SELECT THE TARGET AUDIENCE AND SEND

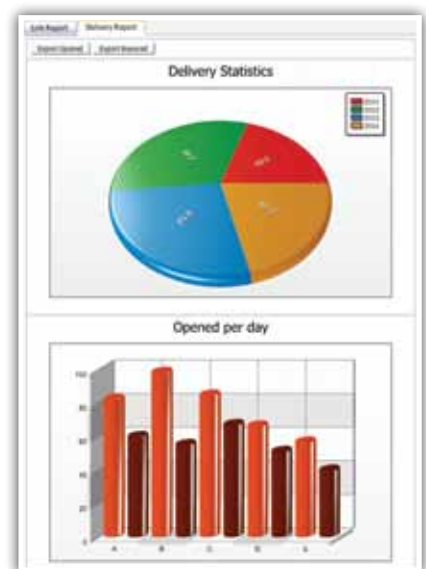
With EpiServer Mail you can easily handle small, targeted e-mail campaigns or large e-mail circulations. You can send the e-mails to an unlimited number of recipients, personalize circulations and schedule when the circulation is to be executed, which enables you to build powerful information or marketing campaigns. You can directly use existing contact information which resides within your organization's CRM solution and send your e-mail communication to an existing target group or when needed, import your contacts into EpiServer Mail. EpiServer Mail provides full support for easy testing and proofreading, prior to external distribution.

## MEASURE AND IMPROVE

The power of e-mail marketing is the speed with which you can adapt your content to continuously improve your results. EpiServer Mail provides you with complete statistics in real-time so that you can see the number of opened e-mails and click-throughs. The statistics provide you with the information you need to refine your message and improve the results. The data is stored and enables comparisons between campaigns and communication efforts. The integration with EpiServer CMS also allows you to view how the visitor behaves on the Web site that they visit after clicking on the e-mail and provides a full-circle view on how the target audience responds to your communication.

## OFFERED AS A SERVICE

EpiServer Mail is a complete service and there is no need to use your internal servers. EpiServer takes care of operation, availability, hardware installations and software licenses. The system can be rapidly and easily implemented with very limited need to make adjustments to existing systems.



Detailed statistical data is stored and clearly presented in real-time on opened messages, links clicked etc.

– EPiServer Mail a simpler way to create, send and follow-up on target group information and offers via e-mail.

## – EPiServer Mail features

- Push tool for your website or community content
- Fast creation of newsletters and other recurring e-mail communication efforts
- Powerful HTML editor to create plain text or HTML messages
- Send any internet page to multiple recipients
- Send circulations to an unlimited number of recipients
- Detailed statistical data in real-time
- An unlimited number of recipient lists can be managed
- Personalize circulations
- Scheduled circulations. Convenient during holidays
- Send test messages to yourself and others for proofreading

### EPISERVER

EPiServer is the leading supplier of solutions that enable true on-line engagement and drive business results for end customers. 4,000 customers worldwide use EPiServer's technology platform that combines content, community, commerce, and communications with a configurable metrics dashboard. EPiServer CMS is the foundation for more than 20,000 websites and is used by more than 130,000 web editors daily. The EPiServer platform is delivered through an extensive network of over 500 partner companies in 30 countries.

EPiServer combines the stability and support of a commercial product with EPiServer World, a thriving developer community of more than 14,000 developers. EPiServer is a Microsoft Gold Certified Partner with an AAA-ranking by Dun & Bradstreet since 2000. The company was founded in 1994 and has offices in the United States, Sweden, Denmark, Norway, Finland, The Netherlands, South Africa, Australia and the United Kingdom. EPiServer is controlled by the IK2007 Fund. IK Investment Partners is a European private equity firm with Nordic roots, managing €5.7 billion in fund commitments.

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