



# MAILEON FEATURE OVERVIEW



## GENERAL INFORMATION

- **High-Speed Email Marketing** with speeds of up to 100 million emails per hour
- **eco Membership** for smooth, professional and successful dispatches
- **ispa Membership**
- **CSA Membership** ensures the delivery of shipments to most German ISPs
- **ISO 27001** certified
- **Uptime +99%** for reliable e-mail marking at any time
- **Fail-safe** due to redundant and high security server structure
- **Server Locations in Germany**, so that applicable EU data security is complied with
- **Daily Data Backups** for your data
- **Data Security** by using up-to-date firewalls
- **Multi-Client Capability** for easy management of customers and accounts
- **Flexible Products** for precisely customised configuration of each account
- **Account Regulations** to limit the dispatch volume
- **Sales Partner Transparency** through breakdown of customer activities via the user interface or e-mail notifications
- **Customer REST API** for an easy integration of your external systems
- **Partner REST API** for automated management of the customer portfolio
- **Domain Check** for the verification of customer (sub-)domains incl. detailed result
- **In-house and Hybrid Installations** for storing personal data in the customer cloud possible on request



## USER INTERFACE

- **Intuitive User Interface** designed according to current usability best practices
- **Standardised UI components** ensure consistency and reduce training time
- **SSL Encryption** in the entire platform area incl. customer (sub-)domains
- **Customisability** to individualise the information content
- **Workflow & Process Focus** in the central platform areas
- **Time zone Support** available for international operation
- **Theming** the user interface to the partner's colour scheme
- **Multilingualism** with the available languages: German, English, Spanish, Italian, French, Hungarian, Turkish, Russian, Czech and Polish, Ukrainian, Croatian & Dutch
- **Rights and Role System** at function and navigation level
- **Search and Sort Functions** in tabular lists
- **API Monitor** for details about API requests
- **Single Sign-On (SSO)** Alternative login & authentication method



## DISPATCHES

- **DOI Mailings** for simple and legally secure registration of new contacts, for example via subscription page
- **Multiple DOI Processes** enable different DOI mailings depending on the subscription process
- **Trigger Mailings** for creating your own automated e-mailing processes without any programming knowledge
- **Collective Trigger Mailings** according to RSS feed content, transactions or contact events, e.g. at individual intervals
- **Mailing Types** categorised into e-mailings, trigger mailings and DOI mailings provide
- **Mailings** allow personalised mass mailings to a selected distribution list
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- **WYSIWYGizer** to convert a template into a Drag & Drop template
- **WYSIWYG Editor** for easy content editing
- **HTML Editor** as an alternative to WYSIWYG templates
- **Comfortable Drag & Drop** for an intuitive creation process
- **Flexible Editing** via HTML, CSS, WYSIWYG, text and script
- **Sample Articles** can be flexibly integrated into the e-mailing templates
- **Reusability** of all e-mailing and article templates for more processing efficiency
- **Media Library** for storing elementary media elements incl. attachments, documents, graphics
- **Social Media integration** with social media bar & modules
- **Templates Gallery** incl. multifunctional folder and Approval process
- **Article Library** for saving your own sample articles
- **Responsive Design** for an optimised appearance on desktop, tablet, smartphone and various browsers & clients

- **Image Editor** for editing your content directly in the mailing
- **Stock Libraries** for the free use of licence-free graphics (pixabay) and GIFs (GIPHY).
- **SmartContents** for obtaining dispatch content from external systems (incl. language ID)
- **Darkmode Support** for the customisation of mailings in darkmode
- **Content Filtering** based on contact filters, device types or context
- **Table of Contents** as an automated function within the template
- **Device Type Preview** to ensure the display in different device types
- **Contact-specific Preview** for checking integrated personalisation
- **Quality Control** to reduce the potential for errors
- **Approval process** within test dispatches
- **Personalised Images** created and sent with ease
- **AMP 4 Email** enables the display of interactive content
- **AI for Personalised Dispatch Times** via the analysis of historical opening and click behaviour at individual recipient level
- **AI Text Functions** for the innovative creation of professional texts, subject lines, preview texts and ALT texts
- **External Analytics** for external benchmarking possible for each mailing at contact level
- **Split Assistant** to support A/B tests including several split methods, test strength calculator and automatic winner selection
- **User-defined Placeholders** enable the central definition of standardised information
- **Multiple Subdomains** possible at dispatch and account level
- **Retargeting Mailing** for a simple follow-up mailing, e.g. to non-openers
- **Web Font Support** for precise definition of the desired fonts
- **Countdown Element** in the dispatch content to display a countdown
- **Recommendation Engine** selects mailing content fully automatically according to individual contact preferences

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- **DOM Tree Panel** for optional, flexible and clear editing of your mailing templates in the DOM Tree Panel logic
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## REPORTS AND ANALYTIC

- **Innovative and Interactive Visualisations** available
- **Live Reports** provide the latest insights
- **Reporting Toolbox** enables customisation of existing standard and special reports based on contact and dispatch filters
- **Standard Reports** for openings, clicks, bounces, unsubscribes, mailing volume, contacts, conversions and mailing lists
- **Special Reports and KPIs** such as image block rate, 3D click map, CSA monitor etc. illustrate extended analysis potentials
- **Comparison Reports** possible for most standard and special reports according to contact, list or campaign characteristics
- **Key Figures & Scores** as an alternative to chart visualisation
- **Data Exports** of almost all tabular lists
- **Report Subscriptions** inform the user fully automatically by e-mail
- **Maileon Analytics** for tracking conversions from the customer website
- **Tagging** of e-mailings and links enables further analysis options



## CONTACT MANAGEMENT

- **Contact Lists** for transparent and efficient contact management
- **Contact List Trend** as a visual information tool
- **Contact Filter** for segmenting the contact list and for controlling the dispatch quantity and ensuring overlap-free dispatch
- **FilterScore** to qualify the segmentation
- **Contact Segmentation** according to numerous criteria (master data, response information, mailing list or contact filter affiliation, contact events, scorings, etc.)
- **Arbitrary number of conditions** in the context of contact filter creation
- **High-performance Contacts Import** manually or automatically via CSV lists with integrated duplicate handling
- **Intelligent Contact Field Assignment** by incorporating historical mapping profiles
- **Contact Import Tracking** allows the direct creation of contact filters based on contact imports
- **DOI Dispatch** to imported contacts as an alternative to defining the permission following a contact import
- **XING Events** enables the automatic transfer of XING Events participants
- **Afterbuy-Connector** synchronises buyers with the contact list
- **Data Enrichment** after contact import for extended evaluation potentials
- **Contact Export** based on contact filters with contact field and response information
- **Contact Fields** enable the storage of contact information and can be expanded as required
- **Contact Events** describe customer-specific event data that is transmitted via the interface
- **Contact Jobs** to improve contact inventory hygiene
- **Facebook Lead Ads** generates new registrations and profile data from Facebook
- **Contact Profiling** via click profiles and configurable scoring functions



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- **Contact Preferences** for the simplest description of contacts via TRUE/FALSE
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## LIST MANAGEMENT

- **Target Groups** for defining possible targets for e-mailings based on the contact filters
- **ListScore** in star system form for quick qualification of distribution lists
- **Default Lists** contain contacts based on the contact filters that are included in every regular e-mailing action
- **Test Lists** based on contact filters are used as part of quality assurance measures during dispatch creation
- **Blacklists** for individual e-mail addresses or groups of e-mail addresses via blocking expressions applicable for individual mailings, all mailings of an account or multiple accounts
- **Blacklist Import** in CSV and ZIP format for integrating your own blocking expressions
- **Versandsperrlisten** erlauben die Ausgrenzung von Kontakten auf Versendungsebene
- **GDPR Data Request** for the one-click provision of desired contact data
- **Data Extensions** import as a list or database for use in dispatch actions & segmentation requirements (data records)
- **ECG Blacklist** as an optional account extension checks the e-mail address of the contacts for existence in the Robinson list



## MARKETING AUTOMATION

- **Automation Editor** for the visual design of a fully automated relay system
- **Comfortable Drag & Drop** for an intuitive creation process
- **Flexible Starting Points** for all automations
- **Node Elements** of the types start points, action points, branches and more to build personalized business process models
- **In-Depth Filtering** based on time-oriented events and contact filters
- **API Based** filtering & automation triggers
- **MultiChannel Support** such as Web- or App-Push allows content to be played out via other channels
- **Webhook Support** for notifications of external systems
- **SMS Dispatch** for content evaluations, reports and information on daily volumes and the set volume limits at daily level
- **A/B Split Testing** with automatic winner selection
- **Reusability** of all automations for more efficiency
- **Quality Control** via automatic validation feature
- **Individual Blocklist Settings** based on Contact behavior



## PAGES

- **Page Editor** for creating pages of different types in Maileon

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- **Testing Options** for checking the available pages

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- **Page Previews** to check layouts & visibility on all devices (smartphone, tablet, desktop)

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- **Maileon Contact Field Support** for including contact fields, preferences and contact events via the page generator

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- **Multiple Pages** for creating several page tabs

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- **Page Elements** contain color gradients and shading for better design options

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## ADDITIONAL TOOLS

- **Event Calendar** informs about events or holidays
- **AddressCheck** validates individual e-mail addresses and address lists
- **QR Code & Barcode Generator** incl. support for personalized codes
- **Chi<sup>2</sup> Test** statistically determines the risk that response differences between two mailings are due to chance
- **Vouchers** enable contacts to be incentivized
- **Inbox Filtering** for incoming returns from recipients
- **PDF Generator** for the creation of contact-specific vouchers or invoices
- **E-Mailing Archive** for simple archiving and integration of your dispatched mailings, for example to dynamically place the last mailing as a link on the website



## DELIVERABILITY

- **Dedicated Deliverability Team** guarantees the best delivery performance
- **ISP Relations** with the most important international and national (GER) providers
- **Shared & Dedicated IP Addresses** available at account level
- **IP Blacklist Monitoring** for monitoring the most important blacklists
- **Feedback Loops** are processed automatically
- **SPF, DKIM & DMARC** are automatically supported
- **Advanced Spam Trap Detection** for sustainable reputation protection
- **Bounce Prediction & SPAM Check** before sending
- **BIMI** for better deliverability and a logo in the mailbox
- **Inbox Placement Monitor** allows you to check the delivery performance before and with a dispatch



## AGENCY SOLUTIONS

- **Account Creation & Configuration** in self-service
- **Comprehensive Reporting** of the customer portfolio
- **Monitoring** of all key transactions in the account portfolio
- **Limitations** on sending volume or dispatch credits
- **IP-Pools** possible on account level
- **Account Templates** for easy creation of standard accounts