

**MAILEON:  
INNOVATIVE  
EMAIL MARKETING**

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# Feature Highlights

## The All-In-One Tool for Newsletter and Automation



### CONTENT MANAGEMENT

Modern Drag & Drop Editor 2.0, Responsive Templates, Extensive Personalization, Quality Checks & Preview Testing, Smart Content, Dark Mode Optimization



### CONTACTS & LISTS

Innovative contact segmentation and straightforward contact import & export, advanced subscription management, customized blocklists & bounce management



### DELIVERABILITY

Professional deliverability checks, A/B split testing, flexible send time options, and expert knowledge from our 20 years of industry experience and many years of CSA membership



### FLEXIBILITY

Agency services on demand, custom template creation, flexible rights & roles system, custom projects and solutions as well as fully customizable Maileon interface



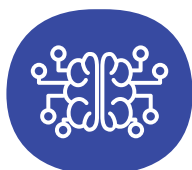
### MARKETING AUTOMATION

Advanced automation editor incl. SMS integration, creation of individual customer journeys, multiple transactional mails & purchase processes, app & web push functions



### AGENCY SOLUTIONS

Multiple top notch agency features, incl. custom white label solution & optional embedded version, individual customer accounts, fully scalable to meet your requirements



### AI-MARKETING

Stay ahead of time with personalized sending time optimization, Maileon's intelligent AI recommendation engine as well as special targeting & remarketing solutions



### API INTERFACE

Fast and easy synchronization of contact lists, content and product data, as well as an comprehensive Maileon Rest API, additional advanced plugins & integrations



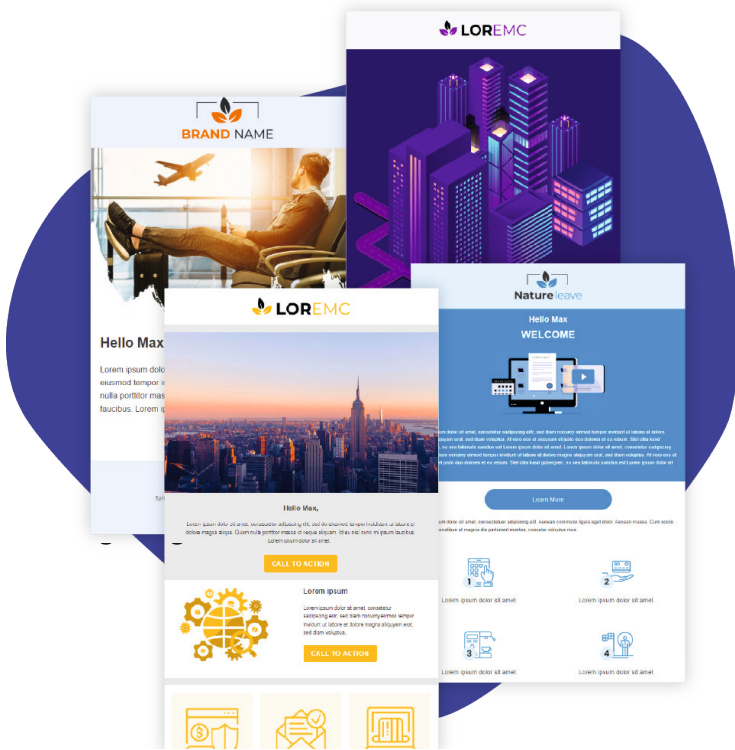
### REPORTINGS & ANALYTICS

Detailed KPI Dashboard, fully customizable contact and account reportings, professional tracking with Maileon Analytics, Google Analytics, Matomo, Econda ...

# Campaigns

For the management of your campaigns, numerous features are available for planning, creation, follow-up, and analysis of advertising activities. In newsletter marketing, this process can be simplified into the preparation of the target group, creation of mailing content and the subsequent success control, including obtained insights for future mailings.

Mailen supports you optimally in these steps with helpful tips, an intuitive drag & drop editor including preview, modern integrations and great flexibility for the creation of your desired newsletter designs.

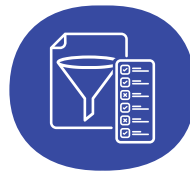


## Features



### DATA IMPORTS

Uncomplicated import of your contact data via manual list import, FTPS transfers, API & Integration plugins, e.g. Shopify, Magento, Salesforce, Woocommerce or Shopware



### FILTERING & SELECTION

Flexible creation of target sending-groups according to customer interests, import affiliation, a variety of helpful filter options or obtained response data and insights



### FREE TEMPLATES

A variety of free responsive newsletter templates, custom creation of individual brandings, optimized for mobile, tablet and desktop devices, separate dark mode optimization



### EDITOR 2.0

Intuitive drag & drop editor based on the modular principle, a variety of article templates for your desired designs, as well as informative preview testing & quality checks



### CUSTOM SEND TIME

Individual newsletter sending time through AI-powered optimization, flexible planning with customizable sending stretch and time zone support for every contact



### REPORTINGS

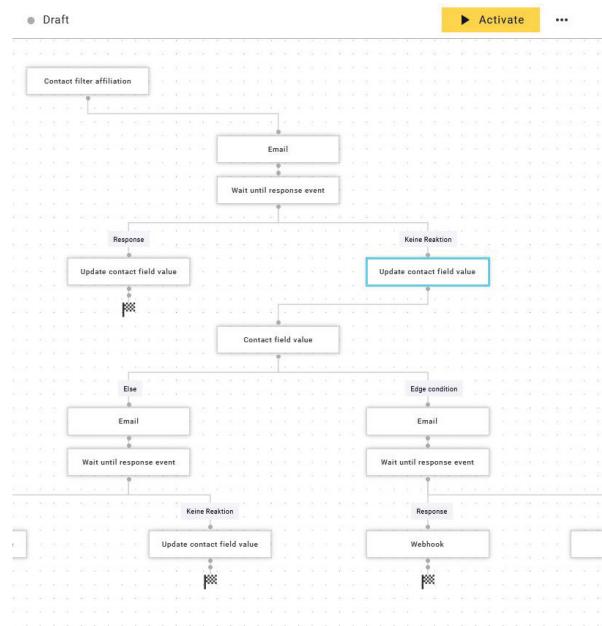
In-Depth reportings based on individual user tracking & analytics tools, as well as extensive insights on newsletter interactions, contact development and much more

# Marketing Automation

## *Innovative Omnichannel-Automation*

Our Marketing Automation Editor offers the complete solution for planning, building and optimizing automated newsletter campaigns. Use individual starting points and nodes, such as a DOI confirmation or shopping cart abandonment, to target your customers & leads in all stages of the customer lifecycle.

- Customized starting points
- Unlimited nodes
- Save automation templates
- Multifunctional transactional emails
- Integrated SMS sending
- App & web push feature



## AI-Marketing

AI („Artificial Intelligence“) offers exciting possibilities for your newsletter marketing. For example, you can analyze reports and determine accurate predictions that can be integrated into any newsletter campaign. Benefit from innovative features:

- Capture valuable response data from your newsletter recipients and send newsletters at the individually optimal dispatch time.
- Our Recommendation Engine allows you to use data-driven insights, such as behavioral/sales data, to create comprehensive customer profiles and target them with personalized content at the right moment.

## Multichannel performance measurement

# Real-time reportings

Benefit from a central data overview of your marketing activities with a variety of reporting options. With our user-friendly platform, you can easily analyze website traffic, track conversion rates, and understand the user behavior of your newsletter recipients. Never miss valuable insights again and optimize your marketing strategy in real time.

### Detailed reporting of the categories:

- Openings
- Clicks
- Conversions
- Bounces
- Subscribers & unsubscribers
- Contact data
- Sending volume
- Bounce rates



## Analytic Tools

### Google, Econda & Co.

Maileon supports professional tracking and analytics tools, such as Google Analytics, Econda, Matomo or individual tracking via custom parameters. They are used to track the behavior of newsletter recipients, measure open and clickthrough rates, and analyze the effectiveness of your campaigns. This offers you valuable insights to optimize newsletter content and strategies, better understand your target groups, and increase conversion rates.

## Tracking with

### Maileon Analytics

Maileon Analytics offers special added value, providing you with additional functions and options, such as measuring the success of conversions to the desired landing page, purchases in the online store, shopping cart abandonment or valuable information on affinities, e.g. for personalized product suggestions.

# AddressCheck

Maileon is the first email marketing platform to offer you the possibility to validate your contact addresses. With AddressCheck you can validate your email contacts before your first send newsletter and therefore effectively improve the costs of your email marketing measures. In addition to ensuring a quality contact base and saving on your mailing contingent, you benefit from enormous advantages in reputation and significant improvements in your engagement values.

## Live AddressCheck

Real-time validation of entered email addresses, based on an easy integration into your online forms, including correction suggestions, for a noticeable reduction in typing errors, e.g. when signing up for your newsletter offer.

## Bulk AddressCheck

Email address validation for large contact inventories and databases, easily via file import, e.g. as Excel file. Clean active or outdated contact inventories in one batch check.

## Check-Overview:

- Syntax check
- Blocklist check
- Spam trap check
- Mail server check
- Bounce risk check
- First Name Check
- Domain check
- Bot addresses risk check
- Etc.

## More Features



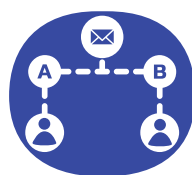
### CUSTOM SOLUTIONS

Individual solutions for franchises, multi-client, schools, agencies etc.



### RIGHTS & ROLES

Create custom user roles with individual permissions



### MULTI A/B-SPLIT

Optimize preview texts & content of your mails with split A/B testings



### STOCK LIBRARY

Huge selection of royalty free graphics and GIFs from pixabay & GIPHY



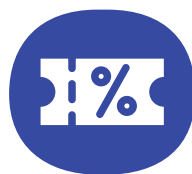
### POPUPS & OVERLAYS

Professional creation of customized PopUps and Overlays



### GDPR INFORMATION

Create practical GDPR information requests in seconds



### GIFT VOUCHERS

Integrated function for flexible voucher dispatch



### +12 LANGUAGES

German, English, Italian, Spanish, French etc.



With Maileon, we were able to reorganize our entire email marketing much faster than expected and noticeably reduce the workload. In addition to the extremely simple and powerful store connections and the comprehensive design and automation functions, the fast, competent and customer-oriented support in particular is a real highlight that is second to none.

**Laura Evers**

**Content Marketing Manager**

**Joule Performance**

## Integrations





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## ***Our vision***

Our goal with Maileon is to provide a modern and innovative tool for professional newsletter marketing that exceeds your goals and expectations. We focus on technological excellence and continuous development to actively shape the future of newsletter marketing.

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and our blog.

