



# Advanced Email Marketing

*Start communicating with your customers*

## About Salesfusion's Email Marketing Platform


Salesfusion360 is a marketing automation software platform that is designed for b2b companies of all sizes. Within our platform, we deliver an enterprise-class email marketing solution. This provides a combination of simple bulk email marketing capabilities along with advanced drip and nurture-based email marketing programs. Our platform is scalable to support enterprise customers yet easy to adopt by novice email marketers.

Create great looking emails without having to be a design guru! Choose from 750 professionally designed templates or import your own templates and customize them with our editor.




## Email Campaign Types

Salesfusion provides several powerful types of email marketing campaigns described below:

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**BULK** - Basic mass email campaigns that enable you to touch a large base of customers and clients through the convenience of our platform
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**DRIP** - Multi step, data sensitive campaigns that allow you to intelligently design each step of the email campaign process
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**TRIGGER** - Automated and personalized campaigns that can be activated based on a variety of interactive user conditions
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**NURTURE** - Creatively engineered campaigns that can be designed to nurture prospective clients into leads that your sales team can easily close

### High Deliverability for your campaigns

Test your campaigns against SpamAssassin and preview how your emails look in leading email clients and mobile devices such as iPhone/iPad



### Key Features

- Campaigns fully integrated to CRM
- A/B Testing
- High Deliverability (97% average)
- Emails sent from your domain
- Email throttling