

Transaction emails with Inxmail Commerce

Emails that
people look
forward to

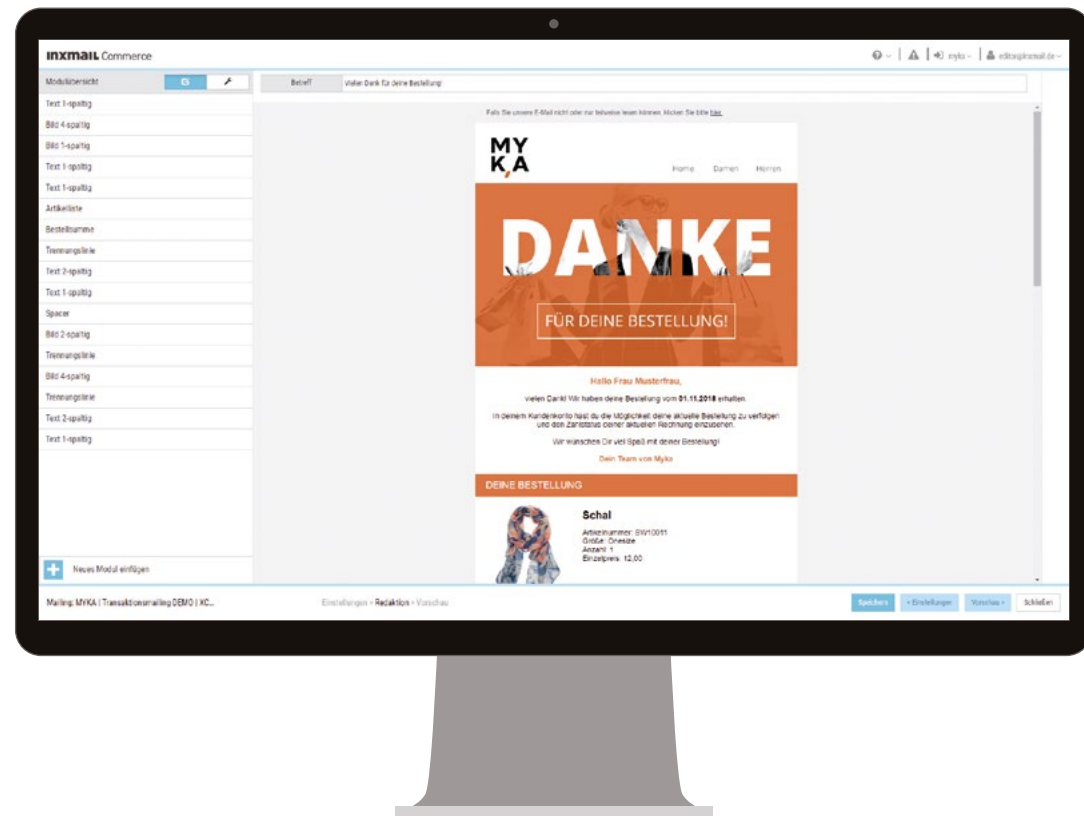


EMAIL MARKETING.
CLOSER TO CUSTOMERS.

inxmail 

The solution for your transaction and system emails

Efficient one-to-one communication



INXMAIL COMMERCE

Inxmail Commerce is our powerful software for professional transaction and system emails. These include order, dispatch and return confirmations, invoices and password reminders as well as status reports from online portals.

inxmail Commerce

Transaction emails contain relevant information for your customers, who typically look forward to receiving them. Inxmail Commerce lets you leverage your recipients' attention in a targeted way: Our solution, which allows for flexible connection, lets you centrally manage, create and send the emails generated in your systems (such as your online shop or ERP).

Your transaction emails reliably arrive in inboxes and persuade recipients with their personalised, visually appealing content. It's easy for you to incorporate useful additional information, services or individual recommendations for your customers, allowing you to tap into new sales opportunities.

OUR CUSTOMERS

 Heise Medien

 BOGNER

ELBPILHARMONIE
HAMBURG

 ALNATURA

 MAMMUT
SWISS 1862

ROBINSON®

s.Oliver®

 D

CreditPlus

 LFC
KÖLN

KFW

 LIDL

Emails that win your customers over

Create professional transaction emails

Inxmail Commerce allows you to create transaction and system emails with all the advantages of professional dispatch software – from design through to dispatch and evaluation.

1

CENTRAL AND EASY WITH A SINGLE SOLUTION

Inxmail Commerce flexibly connects to the systems that you already use – such as your online shop, ERP, CRM, customer portal, PIM or payment setup – via powerful interfaces. This grants you access to professional design, personalisation and dispatch functions for your transaction and system emails.

2

DESIGN EFFECTIVE MAILINGS

Assign your content using drag and drop with the Mail Builder. A template allows you to easily create mailings with the right look and in line with your corporate design. All of the elements are mobile-optimised and automatically set to the respective format – smartphone, tablet etc. Check whether everything is displayed correctly in preview profiles.

3

EASY AND TARGETED AUTOMATION

Has a customer redeemed a voucher? Have they paid an invoice? Define suitable follow-up mailings depending on recipient behaviour. Establish the optimum time for dispatch. You can use the workflow editor from Inxmail Commerce to easily create automated mailing routes using a modular principle.

TAP INTO NEW SALES OPPORTUNITIES

Surprise your customers with customised content based on recipient responses or purchasing behaviour in your online shop. Implement targeted cross-selling and upselling campaigns. Deliver suitable complementary offers tailored to your recipients' needs. Set yourself apart from the competition with services such as reminder emails for consumer products or back-in-stock emails.

RELY ON DELIVERABILITY

Increase your customers' satisfaction: Make sure that important information such as invoices or password reminders reaches your customers in good time. Deliver order and dispatch confirmations quickly and reliably. Benefit from our powerful and failsafe technology hosted in Germany. Whitelisting, email authentications and our years of experience in more than 20 countries ensure you have maximum delivery rates.

FULL OVERVIEW OF DISPATCH DETAILS

Finally, you can measure the success of your transaction emails – Inxmail Commerce adds tracking and evaluation options to systems such as ERP or your online shop. Use the findings to optimise your transaction emails and your further marketing activities. Dispatch, delivery and bounce information allows you to keep track of email retention and examine the reasons why a delivery was unsuccessful. This also helps your customer support team to respond to enquiries faster.

UNBURDEN YOUR IT RESOURCES

Inxmail Commerce's easy operation allows you to finally implement transaction emails efficiently and save IT resources. The streamlined solution is easy to implement and maintain. At the same time, Inxmail Commerce assumes the function of sending emails, relieving the load on your connected systems. Your online shop will thank you with faster reaction and loading speeds, and your customers will have more fun shopping.

4

5

6

7

AWARDS AND PROFESSIONAL ASSOCIATIONS



Clever connection, reliable service

Boost all customer communication

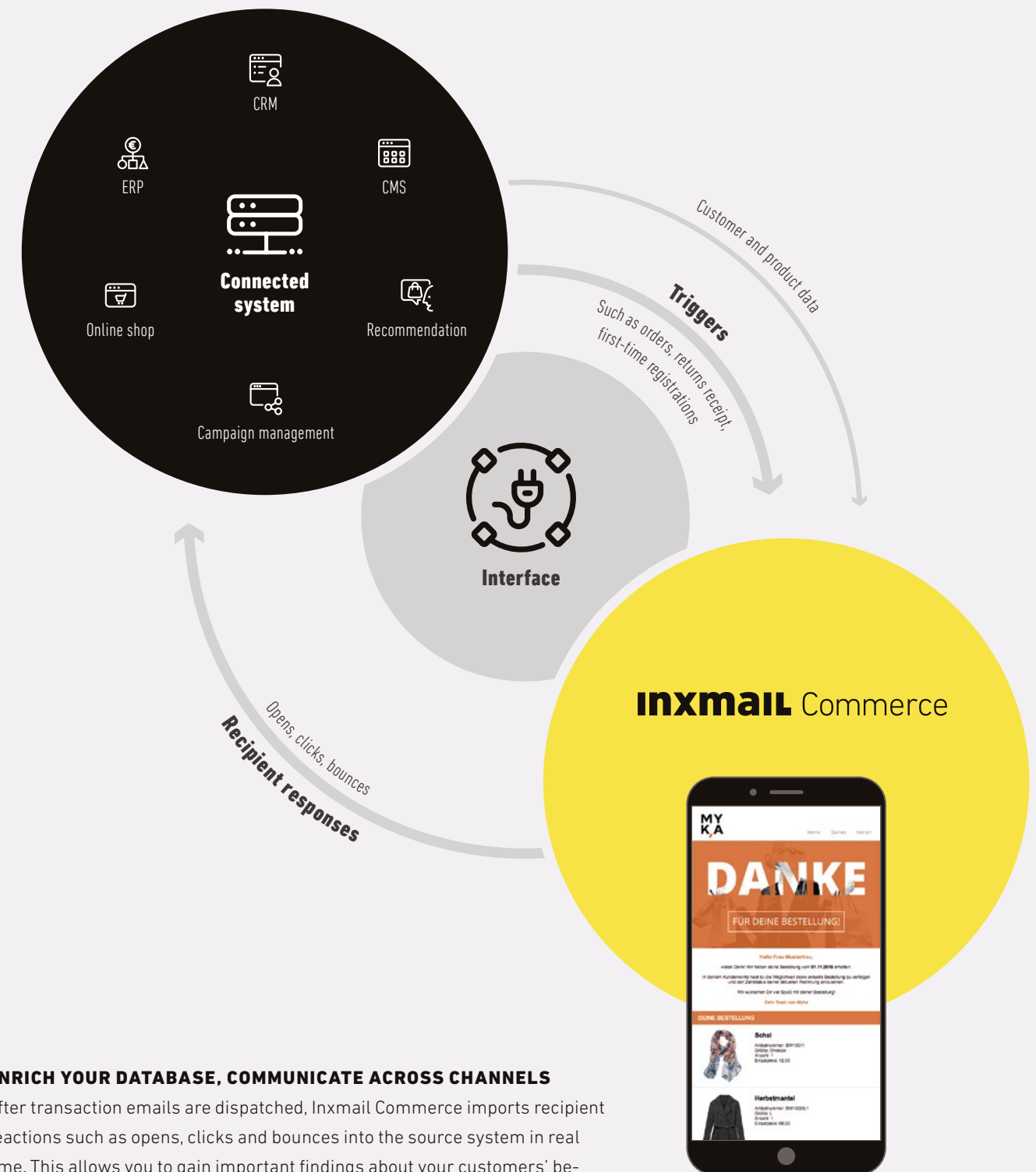
We provide the right interfaces between Inxmail Commerce and the systems that you're already using – tailored to your specific goals. Whether you're an online retailer, event organiser, travel provider, transportation company or transport operator: Our experts cater to your requirements, consider which system connections are appropriate and assess how both you and your customers can make the most of them.



CONNECT AND QUICKLY GET STARTED

Does your online shop run on Shopware, Magento, Spryker or OXID? Key transaction emails such as order confirmations and payment reminders are available for these systems as standard in Inxmail Commerce. We offer our high-performance REST API for all other systems. You can use it to customise your interface.

Flexibly integrate Inxmail Commerce into your system landscape

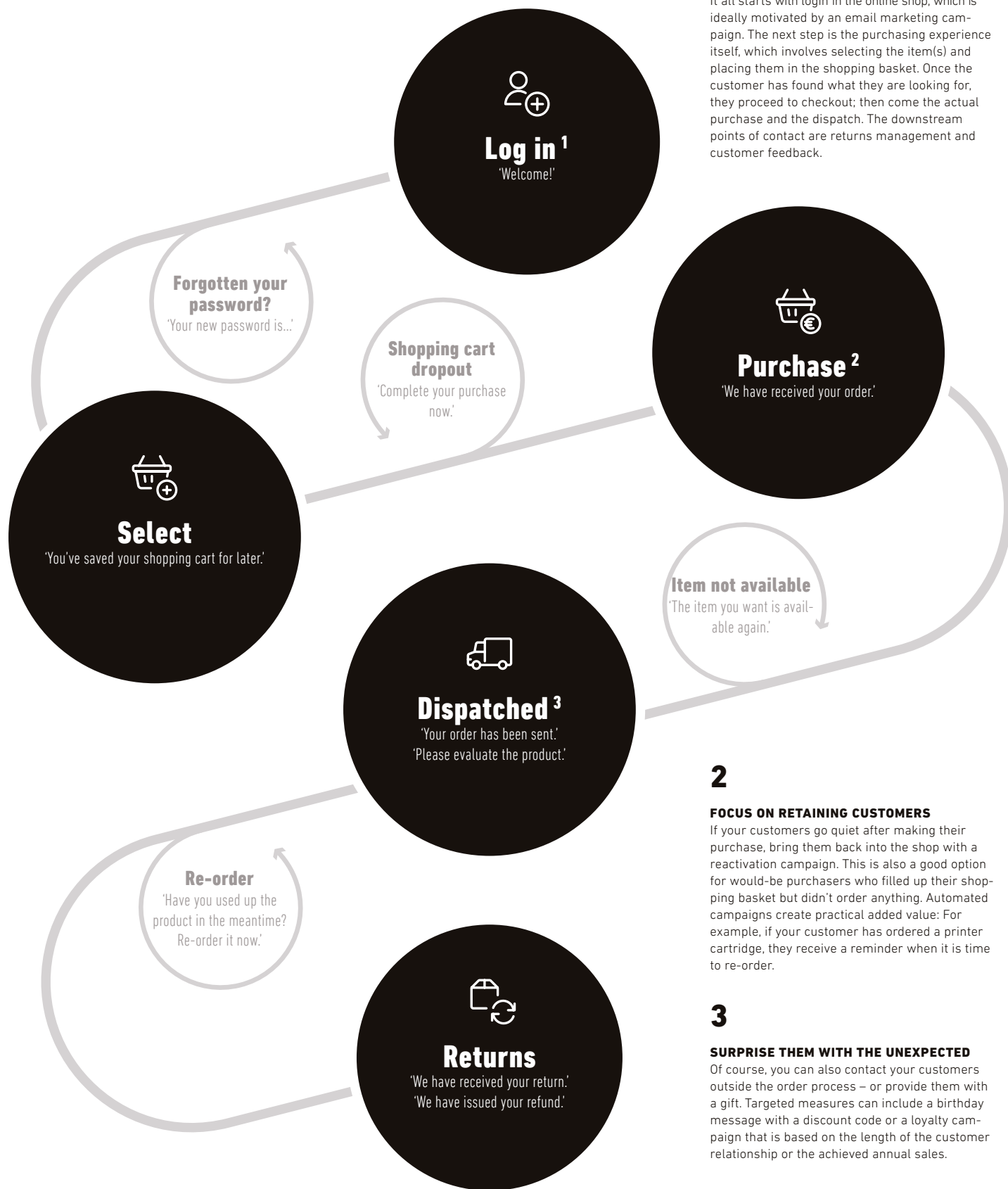


ENRICH YOUR DATABASE, COMMUNICATE ACROSS CHANNELS

After transaction emails are dispatched, Inxmail Commerce imports recipient reactions such as opens, clicks and bounces into the source system in real time. This allows you to gain important findings about your customers' behaviour and interests that you can directly apply to your additional channels.

Click, buy, come back

Thrill your customers along the entire customer journey



1

THOUGHT OF EVERYTHING?

It all starts with login in the online shop, which is ideally motivated by an email marketing campaign. The next step is the purchasing experience itself, which involves selecting the item(s) and placing them in the shopping basket. Once the customer has found what they are looking for, they proceed to checkout; then come the actual purchase and the dispatch. The downstream points of contact are returns management and customer feedback.

2

FOCUS ON RETAINING CUSTOMERS

If your customers go quiet after making their purchase, bring them back into the shop with a reactivation campaign. This is also a good option for would-be purchasers who filled up their shopping basket but didn't order anything. Automated campaigns create practical added value: For example, if your customer has ordered a printer cartridge, they receive a reminder when it is time to re-order.

3

SURPRISE THEM WITH THE UNEXPECTED

Of course, you can also contact your customers outside the order process – or provide them with a gift. Targeted measures can include a birthday message with a discount code or a loyalty campaign that is based on the length of the customer relationship or the achieved annual sales.



The service you need

We don't just set up Inxmail Commerce for you: We can also implement transaction emails for you, if you so wish, and support you with your email marketing strategy.

Interested in more?

We are happy to support you beyond emails – from test messaging, to push notifications, to post.

Why Inxmail?

Focus your attention on your core business – we will ensure that your transaction and system emails will help you attain your marketing targets and generate sales. We deliver a complete package of technology, service and expertise.

Your benefits at a glance



Benefit from synergies for your customer communication by using **flexible interfaces** to integrate our solutions into the systems that you already use on a daily basis.



We provide the **precise, multi-award-winning services** a successful email marketing campaign needs, from consultation to implementation.



You can rely on the highest level of **data security and legal compliance** for your email marketing: Our servers are hosted exclusively in Germany and meet the most stringent data protection requirements.



You can trust that your mailings will be **delivered reliably worldwide** and displayed in a visually appealing way thanks to our adherence to quality factors and constant monitoring.

Try out our powerful Inxmail Commerce software free of charge and with no obligation: www.inxmail.de/demo

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