



Unified
Email
Marketing

Personalize Connections for Better Results

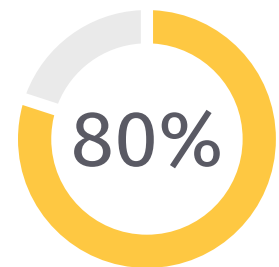
Data-Driven Marketing Automation

As of 2021, 80% of the US population uses email.* The majority want these communications to be personalized and will abandon a brand if they're not. Nearly two-thirds of US marketing professionals said more personalization is the best approach for improving email program effectiveness.**

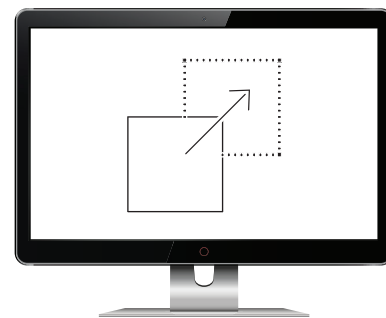
But too often, organizations use multiple disparate systems when trying to execute campaigns across channels like email, which can require the help of additional internal resources like IT to deploy. This can lead to siloed data, reduced time to market and sub-par campaign performance.

Single-platform, integrated SaaS systems like EverView™ enables seamless interaction across websites, SMS, email, and mobile web. With centralized technology that houses all of your data, you can deliver personalized messages to your customers based on their individual behaviors and profile settings – all using automation. What's more, our low-code system is easy to implement without outside technical resources, meaning you can get up and running quicker than it takes to submit an IT ticket. Using EverView's robust, enterprise-level platform helps you:

- **Create campaigns quickly:** Use pre-built layouts tailored to your industry or create an email of your own using our mobile/desktop responsive drag-and-drop editor.



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- **Segment users swiftly:** Easily create segments based on centralized customer data, from email engagement metrics to customer lifetime value.
- **Design data-driven details:** Craft targeted, curated content across multiple channels triggered by data, time or behavior.
- **Catalyze cross-sell & upsell:** Design and version cross-sell and up-sell emails with centralized, user-level behavioral data, then use drag-and-drop.
- **Master campaign metrics:** Conduct A/B testing and centralize your reporting to maximize efforts.

Enhance Your Creative Prowess

While we've designed our platform to be easy to use and intuitive, sometimes you need a little help from your friends. That's why we also have a full-service agency to help you brainstorm and then execute your omnichannel communications strategy. These services include in-house industry experts that can assist with everything from planning out your marketing strategy, to designing your messages, deploying campaigns and making sure they're landing in your subscribers' inboxes. Enlisting the help of EverView's full-service agency helps organizations:

- **Narrow down negotiations:** Remove the need to negotiate new vendor contracts for any additional email marketing support you need.
- **Engage with ease:** Choose from permanent agency support or a temporary solution – we can offer either option to fit your needs.
- **Employ expertise:** Benefit from deep expertise in each field of agency support.
- **Cut costs, power productivity:** Have any problems solved with cost-effective and efficient in-house support.
- **Enlist end-to-end services:** Use our team to create, execute and optimize your campaigns.



Enterprise-Level ESP

- Unsubscribe & deliverability monitoring
- 24/7 system monitoring
- Unlimited data storage
- Relational databases
- Open API for real-time integrations
- A/B testing
- Holistic reporting
- Drag-and-drop, responsive email builder
- Web form builder
- Progressive preference sites
- Drag-and-drop segment and automation builder
- SPAM test & inbox rendering preview*
- SMS campaign creation*

**Additional features – add on*

Full-Service Creative Agency

- Design and implementation
- Campaign management
- Strategic services
- Deliverability services
- Custom projects & reporting
- Dedicated or shared IP address

*"Email Marketing in 2022: Personalization is a key focus area," Insider Intelligence, May 12, 2022.

**"Email Marketing Effectiveness: Strategies, Tactics & Trends," Ascend2, January 2020.