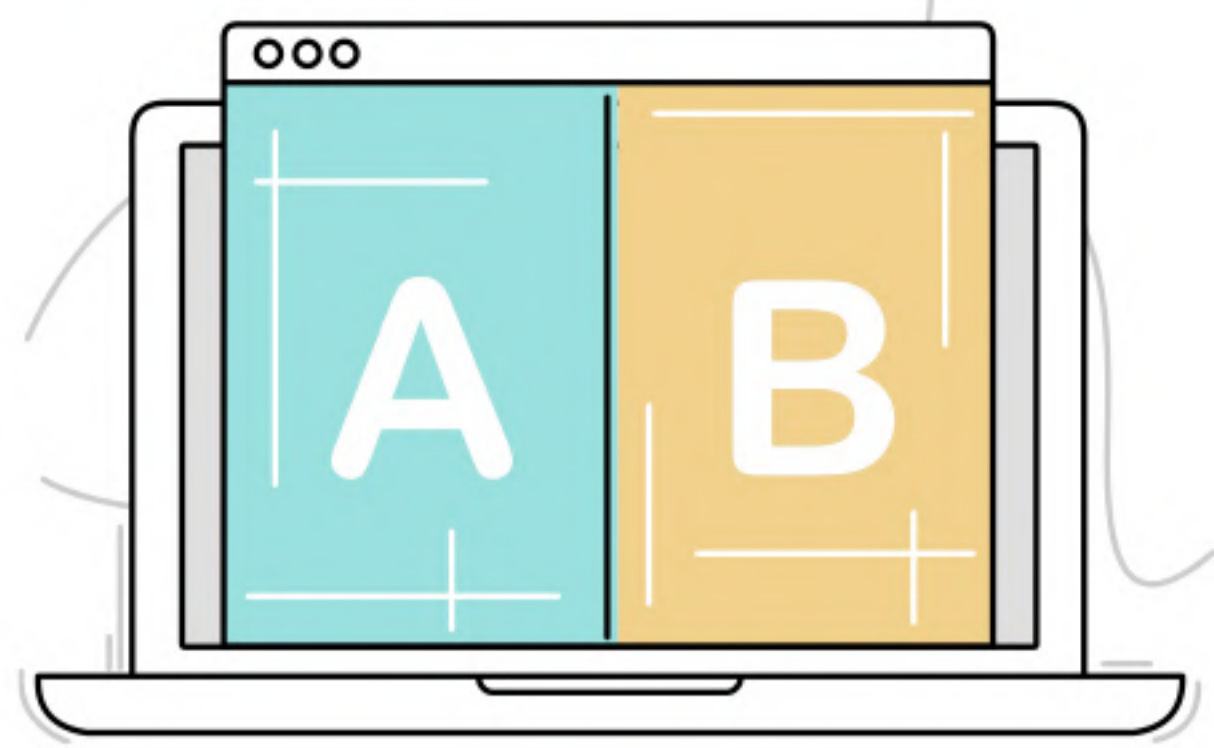


THE ART OF **DELIVERING** SMART EMAIL MARKETING **CAMPAIGNS**

A 10-point checklist to help you simplify and smarten up your email marketing efforts



Test different versions of your email as experiments to monitor and optimize how recipients associate with your brand.



Deliver emails at the perfect time for your readers. Every recipient has a unique time at which they're most likely to open your email. Figuring out that time will boost your open rates.



Automatically split and send highly-bulk emails in batches. This protects your sender domain reputation and saves you from being blacklisted.



Use bulk segmentation for mailing lists that grow in size so you can have multiple segments created instantly based on specific criteria.



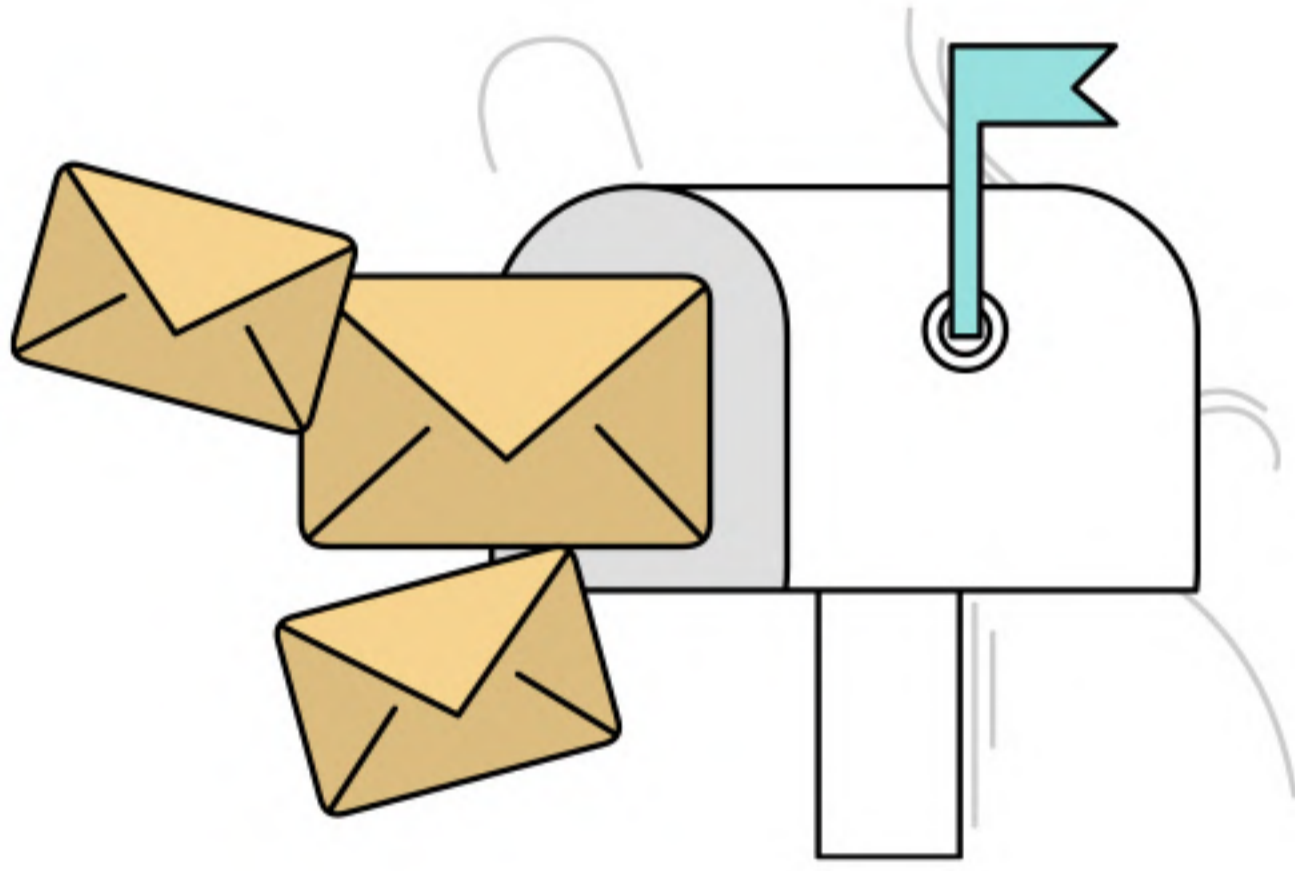
Poll your email audience to gather deeper insights about them. An email that has a poll element gives you more room to hear your readers virtually.



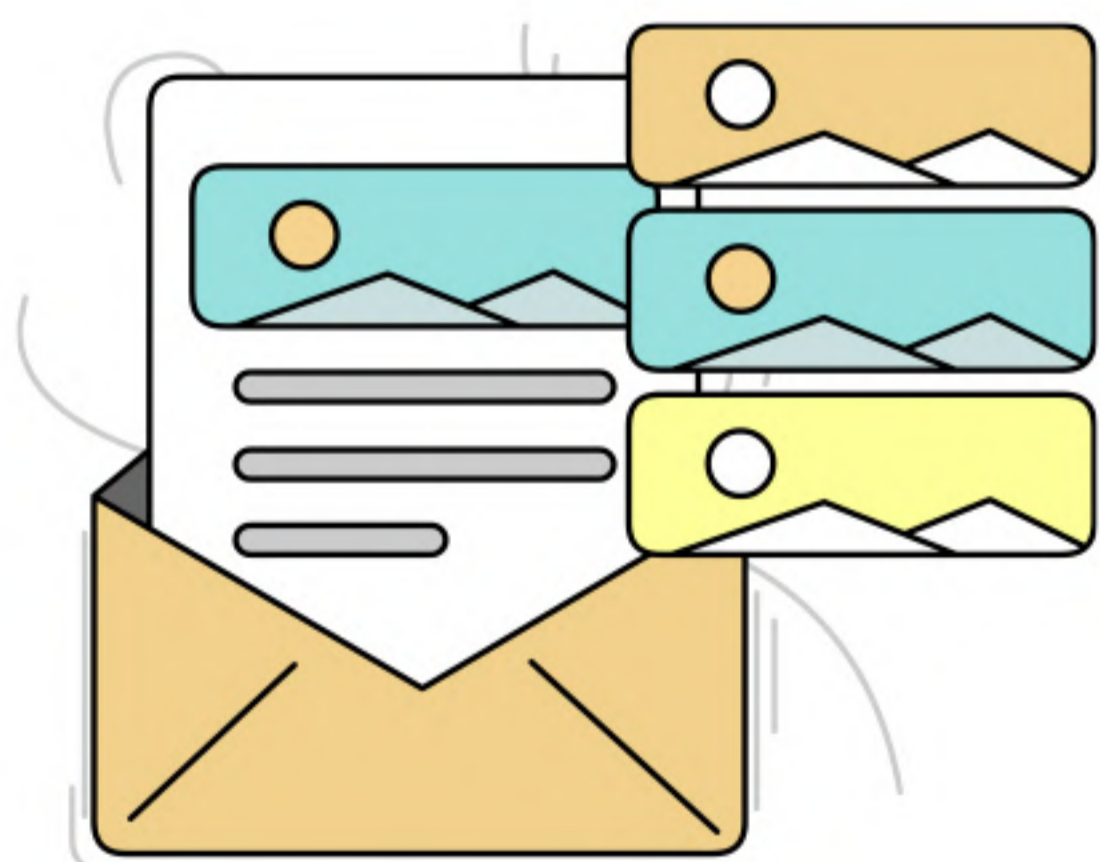
Configure sentiment analysis to track all your email campaign replies. This will help you understand the tone of your audiences' responses.



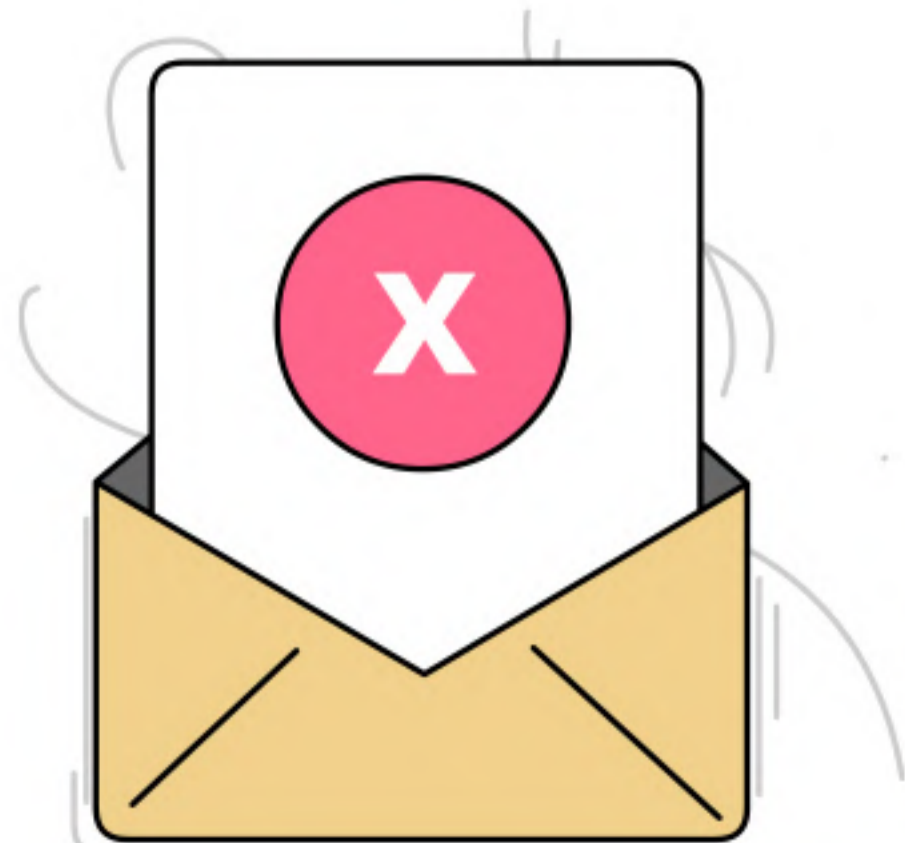
Perform a content preview check before you send/schedule emails to make sure your email looks good on any device or platform that your recipients use.



Pay more attention to your email cadence—i.e. your regular email-sending pattern. This makes sure that you don't spam or limit engagement.

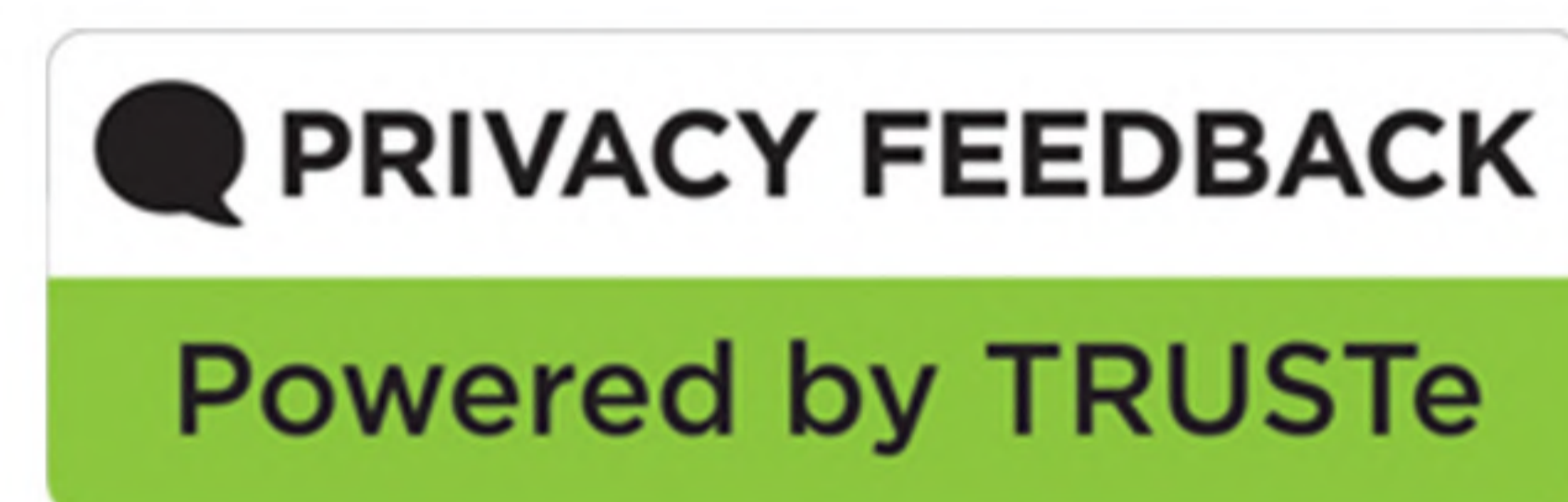


Hyper-personalize by creating one email with multiple sections that dynamically suit several audiences. This way, each recipient gets individual portions that are relevant to them.



Set up automatic handling of email performance elements like bounces, unsubscribes, and spam complaints to save time and perform hassle-free marketing.

#SmartEmailMarketing



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