



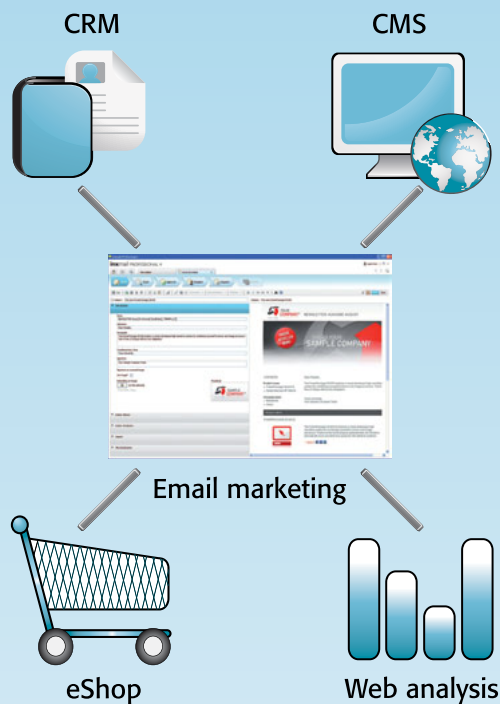
# Inxmail enhancements

Email campaigns integrated into CRM, CMS, eShop and web analysis systems



## Enhancements to Inxmail Professional

### Your building blocks for success



### Professional email marketing

Inxmail Professional is the innovative solution for professional email marketing. Over 1,000 companies worldwide have put their trust in Inxmail Professional.

As a long-standing industry expert, we offer you – together with our international partners – a powerful range of products and services to cover all your email marketing needs.

### Clever integration of email campaigns

Strong customer relations depend and thrive on personal interaction. Knowing more about your (potential) customers allows you to address them in a more targeted manner. We can help you to systematically gear your digital interaction towards the needs of your customers. Your customers will be delighted to hear about offers that really interest them. The advantage for you: Targeted email marketing increases click rates and will actively boost your online turnover.

### Systematic digital interaction

Inxmail Professional, the email marketing solution that allows you to create and send mailings simply and conveniently, is known for its flexibility. Professional email marketing functions can be integrated very efficiently into your CRM, CMS, eShop and web analysis software solutions. Start using this clever combination and enjoy the benefits of both systems.

### Your benefits at a glance

**Professional email marketing:** Use the powerful functions, ranging from editing to qualitative tests.

**Use of templates:** Conveniently create HTML emails to match your corporate design using intelligent newsletter templates. Personalising the content of your emails is also easy.

**Greater efficiency and transparency:** Reduce your manual processes by intelligently connecting two or more systems.

**Higher sending and delivery rates:** Take advantage of the certified Inxmail mail servers when sending your mailings. Your emails are guaranteed to arrive – without overloading your IT system.

**Increased measurability:** Measure the success of your campaigns using the numerous statistical analyses plus the returns and bounce management provided by Inxmail Professional and your web analysis system.



## CRM solutions – use knowledge in a targeted manner

Your well maintained CRM system includes everything you need to know about your customers. If you can use this information in your email marketing, so much the better. On the one hand, select data is efficiently incorporated into your email campaigns and, on the other hand, important key performance indicators plus information on bounce addresses are channelled back to your CRM system.

## CMS solutions – integrate content for specific media

Link your CMS system to Inxmail Professional. Use your editorial or product-specific content for your web pages as well as your mailings. This saves time and helps to standardise communication.

## eShop solutions – send product news efficiently

Product-specific content combined with customer data from your eShop solution provide the perfect foundation for targeted email marketing. Send your product newsletters with individual offers. All results are stored centrally in your shop system.

## Web analysis solutions – use key figures effectively

Do you know how many orders were generated, what turnover was achieved, or which products were requested? Your campaigns will become more focused and targeted as you find out more about the user behaviour of your (potential) customers. For example, turn shopping cart dropouts into buyers. All data selected in your web analysis solution is fed back to Inxmail Professional for follow-up campaigns.

## Individual enhancements

Can't find your system? Then get in touch with us. Integrations with your software solutions are possible at any time thanks to Inxmail Professional's comprehensive interface. The API is available for the Java, PHP 5 and .NET programming languages. Talk to us!

## Interested?

**Would you like to exploit the potential of targeted email marketing?  
We look forward to hearing from you.**

Email: [sales@inxmail.com](mailto:sales@inxmail.com)  
Phone: +49 761 296979-800

## Selection of our enhancements

### CRM solutions



CAS genesisWorld



salesforce.com  
Partner Program

### CMS solutions



Drupal

TYPO3

### eShop solutions



Magento™  
Open Source eCommerce

OXID eshop

### Web analysis solutions



econda  
WEB SHOP CONTROLLING

webtrends™

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