Overview

MPZMail is an Email Marketing and Email Automation platform.

Created in 2007 MPZMail currently has over 200,000 customers who are using the platform to increase sales, productivity and brand awareness.

The platform features:

Contacts and Subscribers

- Easy and scalable Contact management
- Advanced Subscriber Segmentation
- Signup form Creator to capture new subscribers on your website, etc.
- Seamlessly integrates into many leading CRMs, Ecommerce Systems and more.
- Import en-mass from Spreadsheets, copy and paste or third party platforms.
- Unlimited custom fields.
- Global Blacklisting for unwanted email addresses
- Full per-subscriber history and management.
- Fully GDPR compliant infrastructure, and practices.

Content Creation

- Simple, powerful drag and drop email template creator. Produces fully Responsive, compliant email templates.
- Huge template library of pre-designed templates.
- Template Code Editor and Wysiwyg editor for the more technical.
- Template spam testing.
- App Market Place for template editor components. Instantly plugin apps like Trustpilot and display widgets in your email templates.
- File Manager allows images and documents to be uploaded to the cloud and linked to.
- Landing page editor enables creation of custom Unsubscribe and Update Profile pages.

Campaign Sending

- Fast, easy campaign scheduling. Create a campaign in just three steps.
- Scheduling enables campaigns to be sent at specific times and dates.
- Set send speed with batching options.
- Select to send to multiple groups and segments.
- Select to NOT send to multiple groups and segments.
- Automatic UTM tracking.

- Integrated spam testing, sends a copy of your campaign to all major inbox providers and tells you how your email performed before you send your final campaign.
- 24/7 reputation monitor ensuring emails are sent and delivered without any problems.
- In depth campaign analytics detailing:
  - Emails Sent
  - Emails Opened
  - Emails Clicked
  - Unsubscribes
  - Replies (if enabled)
  - Website tracking (if enabled)
  - Not delivered
- Full reporting engine including downloadable report generation.
- Automatic resend option for people who have not opened a campaign in a set time period.
- One click share to social media (Facebook, Twitter, LinkedIn, pInterest)
- Clone campaigns in one click.
- Pause campaigns.

Transactional Emails

- Use the MPZMail platform to send transactional emails from your website, ecommerce platform or even your email client.
- Monitor opens, clicks, etc in real time.
- Code samples for all major languages.
- SMTP credentials for easy use.

Automation

- Easy, powerful automation editor.
- Add subscribers to your automation when they join groups, segments, leave segments, when a date period is met (like a birthday), when some data changes, when they visit a page on your website, when they reply to an email and much more.
- Add the following steps to your automation:
  - Delay. Wait for a time, date, anniversary etc.
  - Email. Send an email campaign.
  - Wait. Wait for something to happen. A field to change, a link to be clicked, an email to be opened, a group to change, etc.
  - Condition. Split the path when a condition is met. For example if a customer opens an email, send them down one route, if they don't send them down another.
  - Action. Update a field, trigger a webhook, copy to another group, unsubscribe, etc.
  - Goal. When a subscriber meets the goal, stop the automation for them. Can be inline or global goals.

Site Tracking

- Add one line of Javascript to your website and start tracking visitors from MPZMail.
- Can add unlimited sites.

- View history, popular pages, etc like Google Analytics.
- Trigger notification emails when people visit certain pages.
- Use site tracking to trigger automations or automation steps.
- View campaign subscribers actions on your website after they have been sent a campaign.

Multi Login

- Add unlimited staff members.
- Set roles and permissions to allow staff to access different areas of the control panel.

Integrations

- Smart, one click integrations into the most popular ecommerce platforms, crms, and more. Integrations include:

  - Dynamics 365
  - Capsule CRM
  - Goldmine
  - Stripe
  - Shopify
  - And many more…

Get started, for free…

It only takes a few seconds to create an account and you can use the entire platform for free, up to 1,000 subscribers per month.

For more information, and to get started please visit **mpzmail.com**

Questions and Support

If you have any questions or would like to find out how to get started with any of the features mentioned in this document please visit our knowledge base at **kb.mpzmail.com**