

CRM | Bulk Mail

by kWare



BENEFITS OF EMAIL MARKETING SOLUTION

- + Creation, implementation and evaluation of e-mailing directly from the Microsoft Dynamics CRM Online and Dynamics 365 (Online deployment)
- + Quick draft HTML e-mail, including modern templates and placeholders
- + Reliable distribution via E-mailkampane.cz platform, campaign timing
- + E-mail delivery tracking: Delivery rate, opens, reasons for non-delivery, click rate, client logout and more. Automatically create links to unsubscribe communication
- + E-mail check with Spam Assassin and Link Checker
- + Personalization and automatic declension of names and surnames
- + Automatic online version of the newsletter, possibility to insert the attachments

NEWSLETTER TEMPLATES

1

Several professional templates you can customize in drag&drop Easy Editor. Simply choose a template that you like, add your own texts, images including your own logo and your new newsletter is ready.

To keep the corporate design a custom template can be prepared.



EASY EDITOR

2

Once you select a predefined template, you can modify it in Easy Editor. Intuitive and simple editing helps to easily create and manage campaign and template content.

Campaigns created with Easy Editor look professional and work on all devices, including mobile devices.



DELIVERY SETTINGS

5

For the best delivery, you can check settings before sending. Email content can be checked directly from CRM using Spam Assassin and Link Checker.



HTML EDITOR

3

If you prefer to edit your campaign by using html formatting, you also have the option. In the editor, you can quickly create a draft of HTML email, including templates and placeholders. Insert links, images, and customize content for your needs.



CAMPAIGN PREVIEW

4

Created newsletter in Easy Editor can be easily viewed and check before sending. Preview your campaign to see how it will look on different devices.



STATISTICS

6

You can also set up timing of delivery, notifications, addressing and even campaign language.

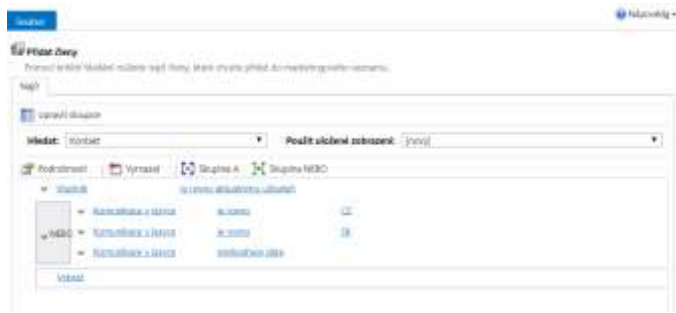
For better tracking there is an option to link campaign with Google Analytics.

Delivery statistics are easy to read, and the user can also enable automatic download at specified intervals.



With the initiation of Dynamics 365 v9.0, Microsoft has introduced a new data type, the so-called Multi-Selection Option Set. This field provides a set of options where multiple options can be selected simultaneously. When viewing this field in Advanced Search and creating filters, users can select multiple options from the list to include in the search criteria. When applying to dynamic marketing lists, it is necessary to use a separate condition with the "is equal" operator for each option and merge these conditions into a group OR. If a multi-selection filter is used, an error will occur when the campaign starts.

Example of correctly assembled filter



An example of an incorrectly assembled filter



Looking for more details?

Contact us

Address:

Garden Eleven

Kubanske namesti 1391/11

Prague, Czech Republic

Phone Number:

(00420) +420 603 400 207

Email:

info@kware.cz



www.kware.cz

KWARE

kWare supplies its solutions on the Dynamics 365 platform to large companies with turnover of tens or hundreds of millions of crowns, as well as to smaller companies with user units

www.kware.cz