



# Enginemailer

Email Marketing Solutions for Every Business

August 2021

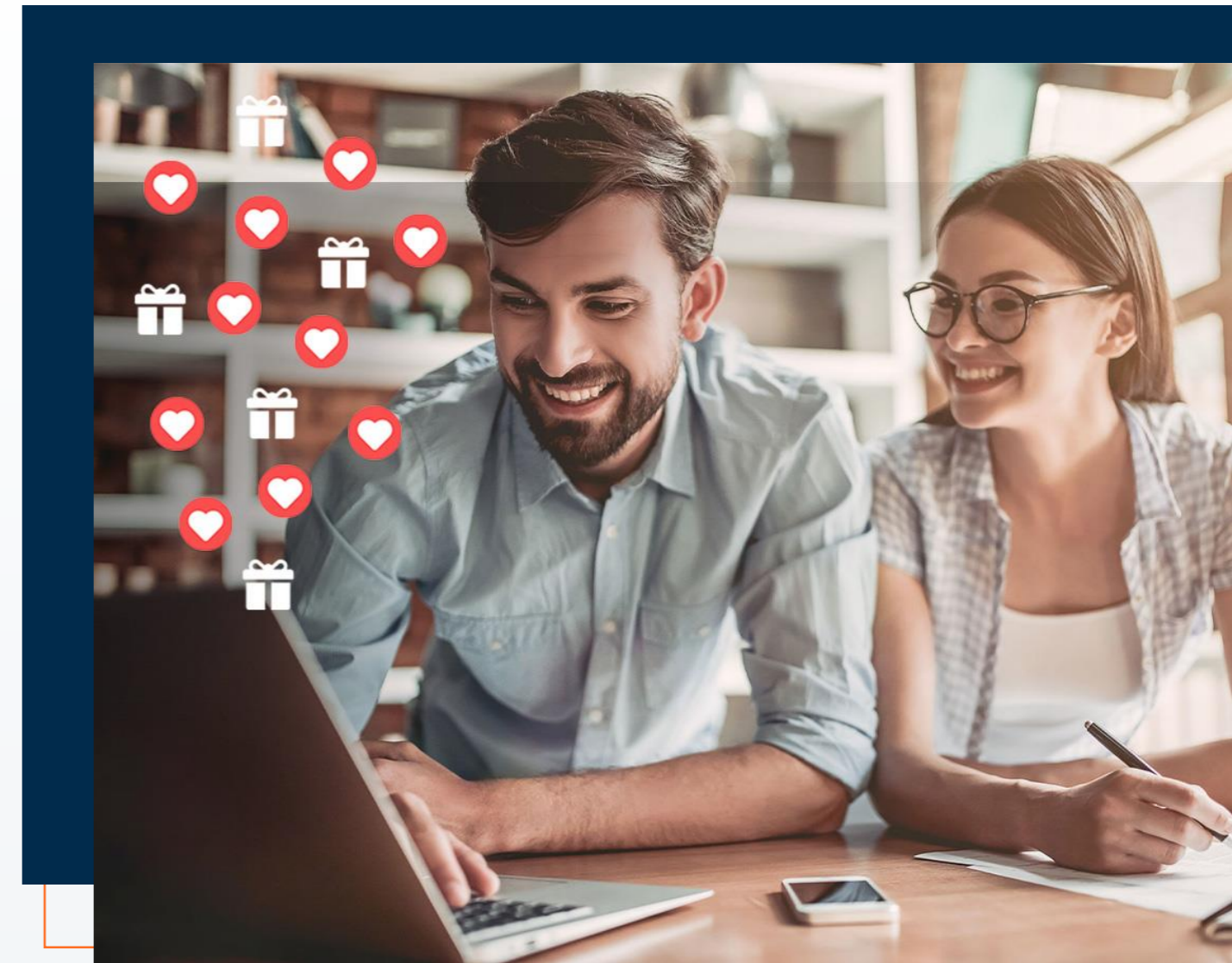


Microsoft  
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# Connecting and communicating with customers digitally

Today's customers are more demanding than ever. They expect relevant and up-to-date news, promotions and notifications. With Enginemailer, you can maintain a central database, target your audience smartly and send an award-winning newsletters. These, and much more, can be done via an integrated digital customer journey including real-time tracking and analytics.



## CHALLENGES

Businesses are having challenges connecting with their customers in today's digital environment.

Enterprise-grade platforms are costly and inflexible due to complex deployments and involves long term commitments.

## IDEAL SOLUTION

Enginemailer is a SaaS platform built on Microsoft Azure. We provide our customers with comprehensive and easy-to-use features for email marketing and automation. It combines simple yet powerful drag-and-drop interfaces, advanced data analytics and integration APIs to support your business.

## DESIRED OUTCOMES

With our Free-Forever plan, we offer you 10,000 monthly emails to kick-start your email marketing journey with zero obligation. Our flexible subscription options enable upgrade (and downgrade) to suit your business dynamics. All of our plans allow you to store unlimited subscribers at no cost.



**enginemailer**<sup>®</sup>  
SEND IT YOUR WAY

## Enginemailer

Enginemailer is an integrated cloud platform that offers database management, email marketing and transactional email – ideal for individuals, small and medium businesses as well as corporations looking to better connect with their customers.

1

### READY-MADE, MOBILE RESPONSIVE TEMPLATES

Design your newsletters from readily available templates using an easy to use drag-and-drop editor and access to royalty free stock images.

2

### SINGLE PLATFORM FOR ALL YOUR EMAIL NEEDS

Target and send marketing emails, design automated sequences and trigger emails from your backend application – from a single solution.

3

### BUILT ON MICROSOFT AZURE PLATFORM

Benefit from an enterprise-grade infrastructure that has high system availability, state-of-the-art security and instant scalability.

# Enginemailer x Microsoft Azure

Enginemailer leverages on Microsoft's latest technology to provide a secured and scalable offering to our subscribers. The continuous innovation from both Enginemailer and Microsoft allow our customers to remain ahead of their competition by being future-ready.

## **INSTANT ACCESS WITH HIGH AVAILABILITY**

Say goodbye to complex deployments and upfront investments. Sign-up and get started within minutes.

## **SCALABLE & FLEXIBLE SOLUTION**

Leverage on the scale of the cloud. Easily upgrade your plan from sending hundreds to millions of emails.

## **STATE-OF-THE-ART SECURITY INFRASTRUCTURE**

Store your customer information on an infrastructure that is backed by over \$1B of security investment.



# The Edge Media Group Delivering up-to-date News. On time. Every time.

The Edge Media Group is a publisher of business and financial publications in Malaysia and Singapore. The Edge Malaysia, a business and investment weekly, uses Enginemailer for their digital format distributions which includes CEO Morning Brief, Half Day Alerts and Weekly Highlights.

## Speed & Reliability

In order to help subscribers make better business and investment decisions, the news must be delivered timely without delays. With the drag-and-drop editor, news can also be created and reported within a few clicks.

## Inbox Placements & Delivery Support

In addition to timely delivery, it is crucial that daily news are delivered into the Inbox instead of spam folders. With round-the-clock delivery support, potential technical issues can be escalated and resolved promptly.

## Data Privacy & Security

Entrusted by CEOs and CXOs with their personal data, ensuring top notch security is a serious business. The built-in database management and analytics features make targeting, segmentation and reporting easy.



# Fire Mobile x Enginemailer Winning solution for SMEs.

Fire Mobile is an award winning mobile messaging solution company in Southeast Asia, delivering over half a billion messages annually to a global audience.

By partnering with Enginemailer, Fire Mobile is able to immediately translate over a decade of email experience into their solution portfolio to offer a comprehensive communication solution – giving their customers access to latest technology at a very affordable cost.

## Better Customer Experience

The collaboration combines best of mobile messaging and email analytics – allowing our customer to differentiate themselves from the competition, resulting in better customer experience and revenues.

## Engagement Optimisation

Businesses are constantly looking for better ways to improve experience and foster loyalty. Having an additional channel apart for mobile messaging enables our customers to optimise their customer journey.

## Recurring Revenue Partnership

With Enginemailer's Affiliate Program, we can also generate passive income by offering our customers a zero-commitment plan that can help improve their digital communications and offerings.



# Try our Free Forever Plan with unlimited subscribers and 10,000 free monthly emails.

Get a free trial: [www.enginemailer.com](http://www.enginemailer.com)

Ask a question via email: [hello@enginemailer.com](mailto:hello@enginemailer.com)

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