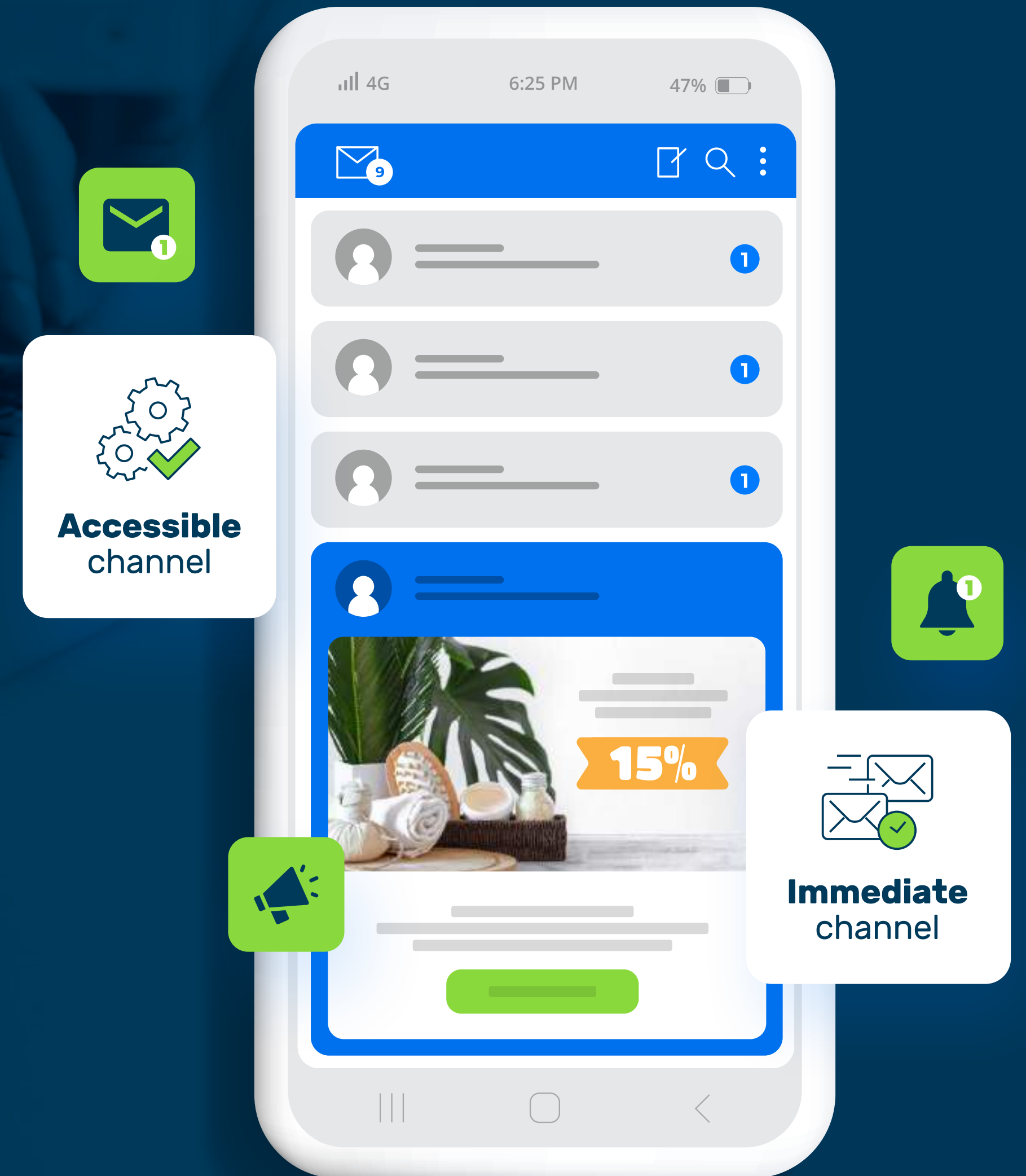


EMAIL

A **DECISIVE CHANNEL** OF THE CUSTOMER JOURNEY

Email is essential for its accessibility and immediacy (mobile devices) within the omnichannel strategy.

By 2022 the number of email users in the world is projected to be 4.3 billion (Source: Statista, 2021)



The 7 benefits of the **EMAIL**

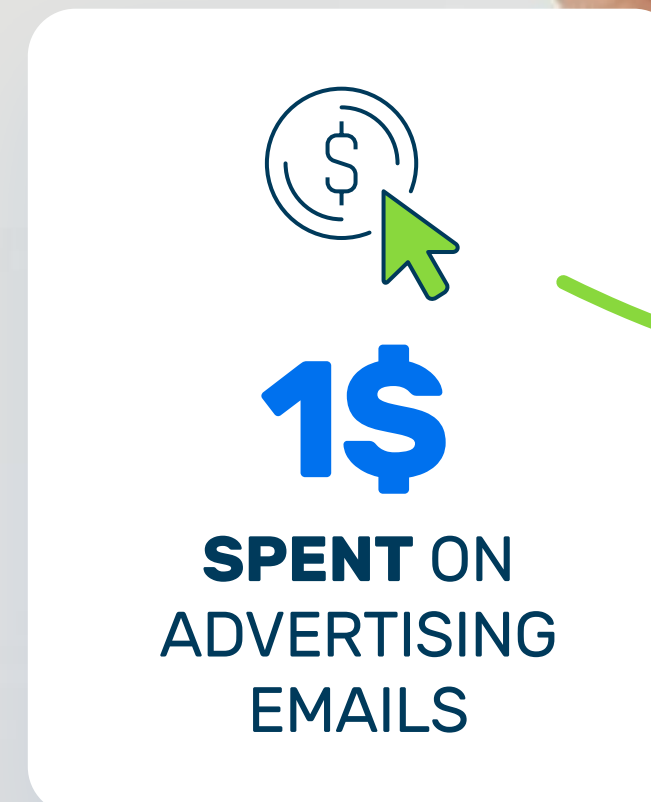


01

Send messages through a very popular, accessible and immediate channel (mobile devices) quickly, easily and intuitively

Companies get a **return on investment (ROI) of \$45 USD for every dollar spent** on advertising emails which confirms their importance and relevance in marketing strategies.

(Source: Statista)



02

Detecting the users most prone to email to the detriment of other channels

These indicators of email usage globally in 2020 confirm the **importance of the channel** but also the **need to properly select recipients**. Let's not forget that a saturation of emails to our customers will be very harmful to the brand and its commercial objectives.

(Source: Statista)

E-MAIL FIGURES 2020



AVERAGE
OPEN RATE

18%



AVERAGE
**CLICK-TO-OPEN
RATE (CTOR)**

14.1%



AVERAGE
**CLICK-THROUGH
RATE (CTR)**

2.6%



AVERAGE
**UNSUBSCRIBE
RATE**

0.1%



03

Send messages immediately or scheduled to users taking into account their behaviors and all their interactions with the brand through all channels

Using your own data in key marketing functions **multiplies revenue by up to 2.9 and savings by 1.5.**

(Source: Boston Consulting Group (BCG) / Google)

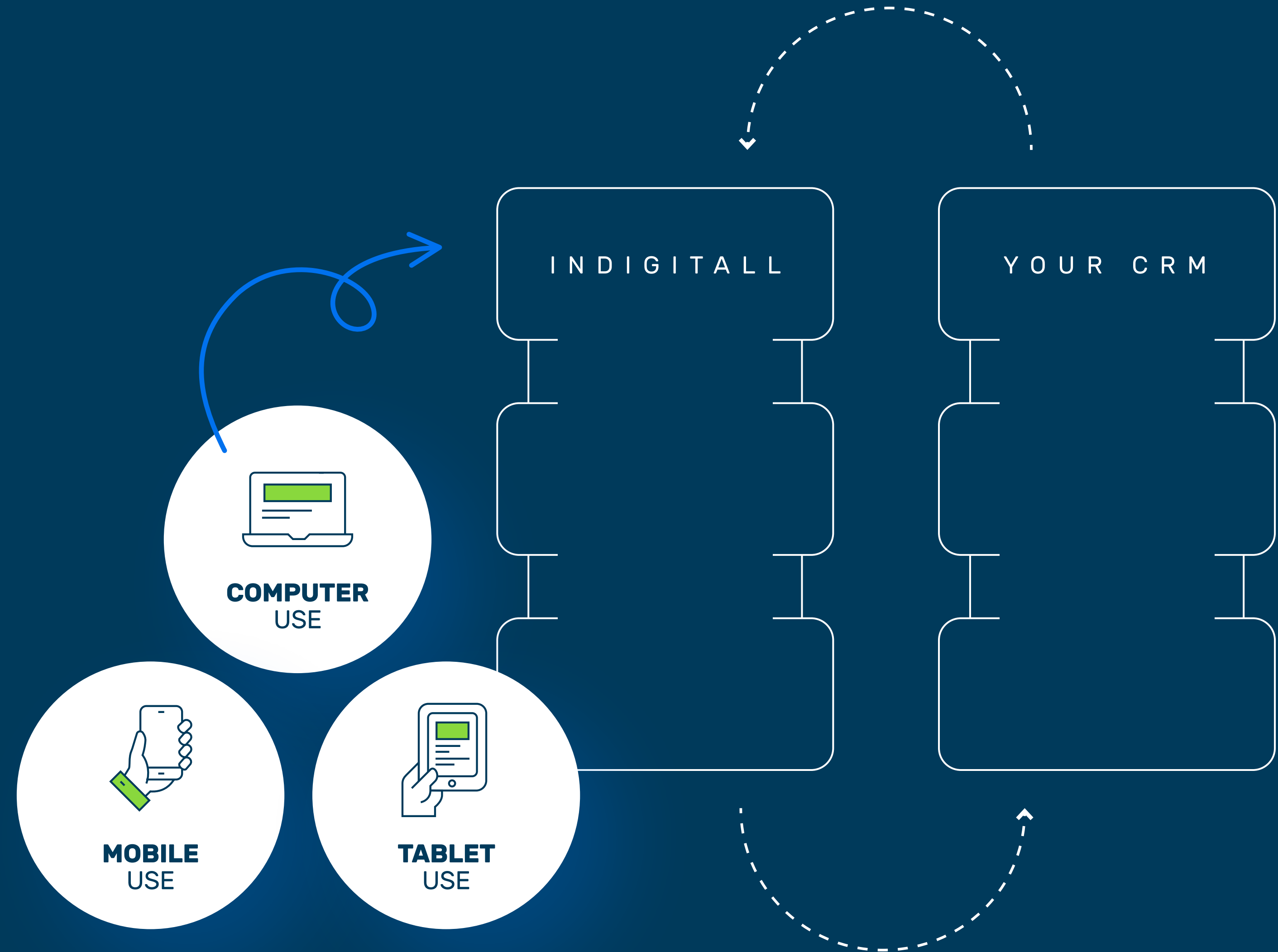


04

Real-time data update and fully integrated with your CRM platform

Of leisure travelers who are smartphone users, 69% search for travel ideas during spare moments but nearly half of those travelers go on to **book their choices through an entirely separate channel.**

[Source: Google]



05

Create customized content for each user taking into account their behavior, interests and profile

Micro-moments occur when people reflexively turn to a device, increasingly a smartphone, to learn something, do something, discover something, see something, or buy something. They are intent-rich moments when decisions are made and preferences shaped. **In these moments, consumers' expectations are higher than ever.**

[Source: Google]



06

Dynamic and interactive content to make your messages attractive and more effective. Make an impact!

The average time consumers spend **reading emails** has decreased from 13 seconds in 2018 to about **10 seconds in 2021.**

(Source: Statista)



07

Optimize the relevance of the message for each segment through the creation of **different emails to test its efficiency**

69% of online consumers agree that the **quality, timing, or relevance** of a company's message influences their perception of a brand.

[Source: Google]



The indigitall platform offers you the **right tools to create and send the best email**

TARGET AUDIENCE

Through filters or user behavior or by directly uploading a .CSV file with the database.

DELIVERY METHOD

Immediate or scheduled taking into account dates and time intervals so the user receives the communication at the right time.

CUSTOMIZED TEXTS

Create more direct and friendly texts with the use of variables associated with the database.

MEASURABLE RESULTS

The email allows very complete reports taking into account the open rate and number of clicks allowing filtering by total results for each campaign or by certain characteristics of the profile.

SIMPLE USE

Creation of emails in 3 simple steps with a flexible and attractive design with simulations of vision for desktop and mobile.

MINIMUM COST

Sending emails over the internet is free of charge.

DYNAMIC AND INTERACTIVE CONTENT

The option to insert html code allows the creation of rich content without limit.

Examples of Use

Emails can be formed in the form of a **periodic newsletter** format (users are subscribed to this service) and **specific campaigns** by date or user behavior. The messages are informative, promotional, loyalty or invitation.



NEWSLETTER
FOR **BLOG/WEB**
UPDATES



WELCOME EMAIL
/SUBSCRIPTION
CONFIRMATION



PRODUCT/
SERVICE
PRESENTATION



INVITATION AND
REMINDER TO
EVENT



OFFER **DISCOUNT**
OR ADVANTAGE/
MAKE A GIFT



MONITORING
OF THE **SALES**
PROCESS (ORDER
STATUS, DELIVERY)



CONDUCT
SURVEY/ASK FOR
REVIEW, RATING
OR OPINION



ONLINE
PURCHASE:
ABANDONED
CART EMAIL



GIVE VISIBILITY
TO YOUR **SOCIAL**
NETWORKS/
DOWNLOAD APP



EMERGENCY
COMMUNICATIONS
(LAST DAY
EMAIL)

indigitalall **Recommendations**

01

BRIEF

Write your message **concisely and clearly with suitable language** for your audience. Use personalization variables to communicate directly.

02

DO NOT ABUSE THE SENDING OF EMAILS

Your customers are fed up with **spam**. Provide value and relevant information in all your communications.

03

VISUAL

Attractive design with use of multimedia elements to capture attention.

04

UNIQUE INSIGHT

Focus the attention of communication on a **single message**. Don't confuse the recipient with scattered content.

05

MOBILE VISION

It attends to the design for both **desktop and mobile**, more and more users read their emails through their smartphones.

06

CALL TO ACTION

Messages must move to user action by **clicking a button**. It should be an interactive message for the user to decide.

07

GDPR

It complies with the GDPR standard for e-mails addressed to users residing in the EU. Remember that you must prove that the user's consent has been obtained freely and explicitly (without pre-marked fields).



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