

## Fact sheet – Email Marketing

### **Anti-Spam technology**

Mailminx has built-in spam scoring technology and a dedicated email sender domain with an established "reputation", which means a higher deliverability rate on your email campaign.

### **Inbox testing**

Mailminx tests your email campaign in a range of email clients such as Outlook, AOL, Yahoo Mail, Gmail, and Hotmail. This ensures your campaign looks great and increases your response rate.

### **Unsubscribe list**

Mailminx ensures recipients have an unsubscribe option which automatically creates a managed unsubscribe list, ensuring unsubscribes are suppressed from future email campaigns.

### **Email analytics**

We can track deliverability rates, open rates, and click-through to your website or landing zone, and provide a report and list of follow-up contacts.