



SendClean Enterprise Solution

Intelligent and Advanced Email Marketing
Platform for Enterprise Business

SendClean is a smart and intuitive email engine, simplifying communication for enterprises, marketers, and developers. Engaging with your customers at every stage of their lifecycle, SendClean ensures that all your emails follow industry best practices and are delivered right to your customer's inbox.

SendClean Email Marketing



A platform for marketers and campaign managers. Set-up email campaigns on predefined user behaviour and trigger the right email at the right time to targeted audiences, using advanced segmentation filters.

SendClean Email API



Built exclusively for the transaction emails. Ensure faster transactions and improved deliverability with an easy to integrate Email API and access to SMTP, library codes along with interactive documentation.

SendClean Enterprise Solution - Platform Features

Product Overview

73% of millennials prefer email communications from businesses.

80% of business professionals believe that email marketing is a primary tool to retain customers.

Email campaign generates \$40 ROI for every \$1 spent.

The average open rate for all industries is 21.33%

With our automated email platform:

- Trigger campaigns at the right time
- Communicate through customized templates
- Minimal human intervention
- Create engaging campaigns



SendClean Enterprise Solution



SendClean Enterprise Solution - Categories

Transactional

(1 to 1 operational)



Easy to integrate APIs



Analytics & Reporting



Security

Promotional

(1 to many promotional)



Easy-to-use user interface



Templates and Drag and drop builders



Campaign reporting

Platform Features - Summary

Route Mailer platform is known for high availability and scale for customers who intend to dispatch high volume traffic.

Key Features



PowerMTA setup that is capable to handle large traffic volume.



Dedicated IP pool and Infrastructure



Custom APIs and Solutions



Scalable for high relay with best deliverability



Advance Reporting for analytics on email traffic



Quiet hour regulations



100% CAN-SPAM compliant to protect from spam campaigns



Feedback loop to get notified of compliant and process them

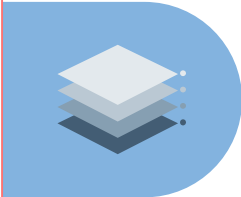
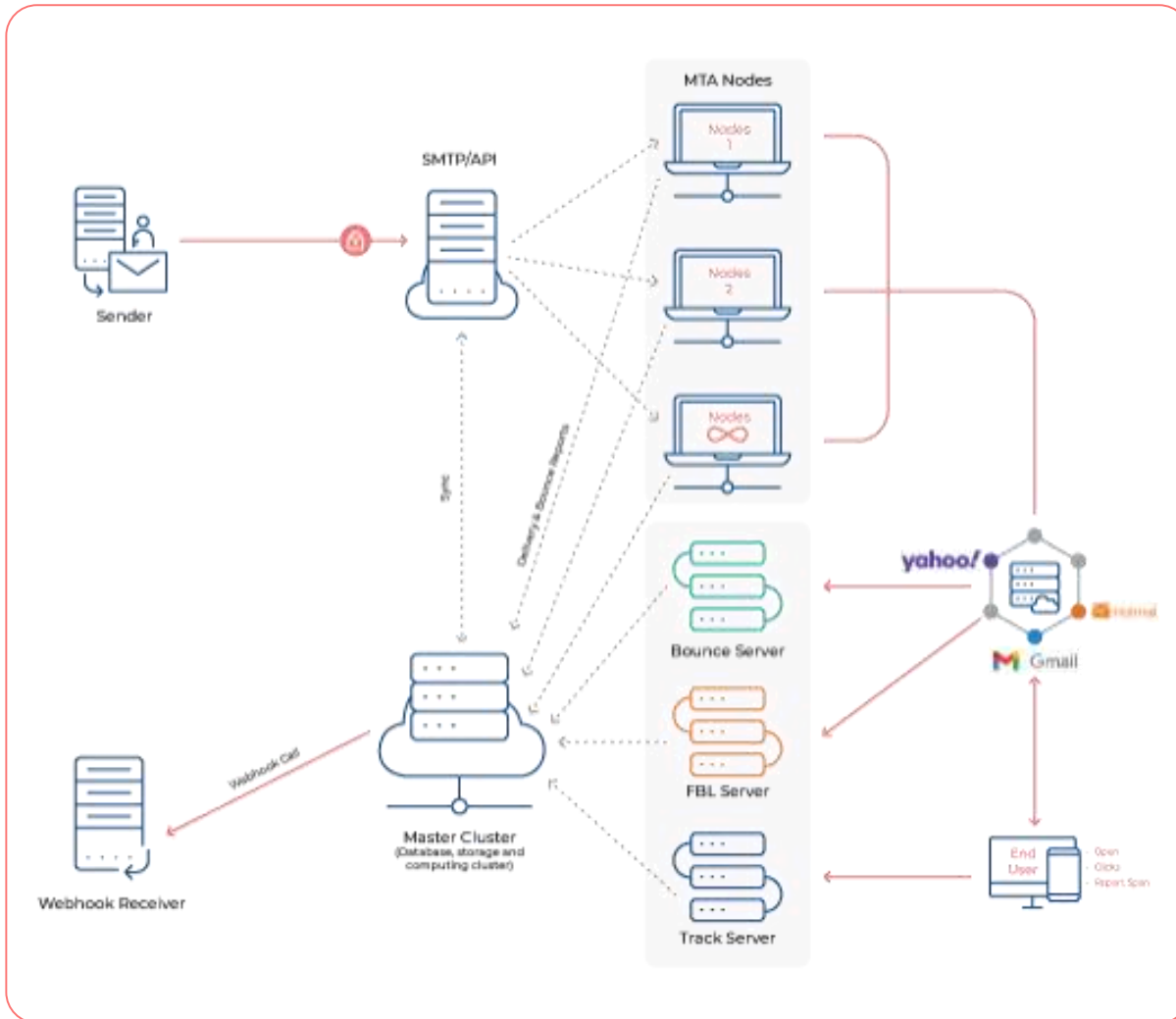


Real-time event over Web hooks



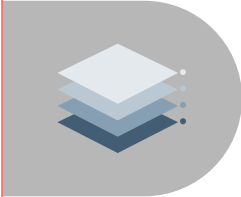
Up-selling and Cross- selling services.

Architecture



MTA

MTA is extremely light weight, run with at least 3 Linux workers (Dedicated or Virtual). MTA's arrangement relies on required email throttling speed.



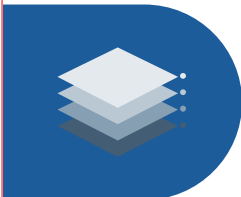
SMTP/ API Server

SMTP/API Server functions as an email server, get messages from the sender by means of SMTP or API.



Node Server

Node Server usually delivers mails. It receives mails from SMTP/API server and convey it to ISP/MSP and shares an acknowledgement to Master Cluster.



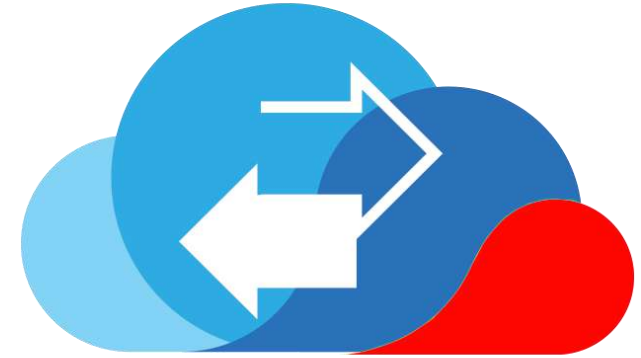
Master Cluster

Master Cluster is either a cluster or single server according to the setup. This server is liable for Webhooks, and Analytics.

API based Integration is best suited for application that are looking at comprehensive and tight integration.

The API offers

- High throughput emails per second.
- High availability with two geographic data center redundancy.
- Support for dynamic template for personalization of content.
- Personalization of email headers including From Name, ReplyTo, FromEmail, Subject.
- Support for multiple campaign tracking tags enabling better reporting.
- Real-time reporting dashboard.

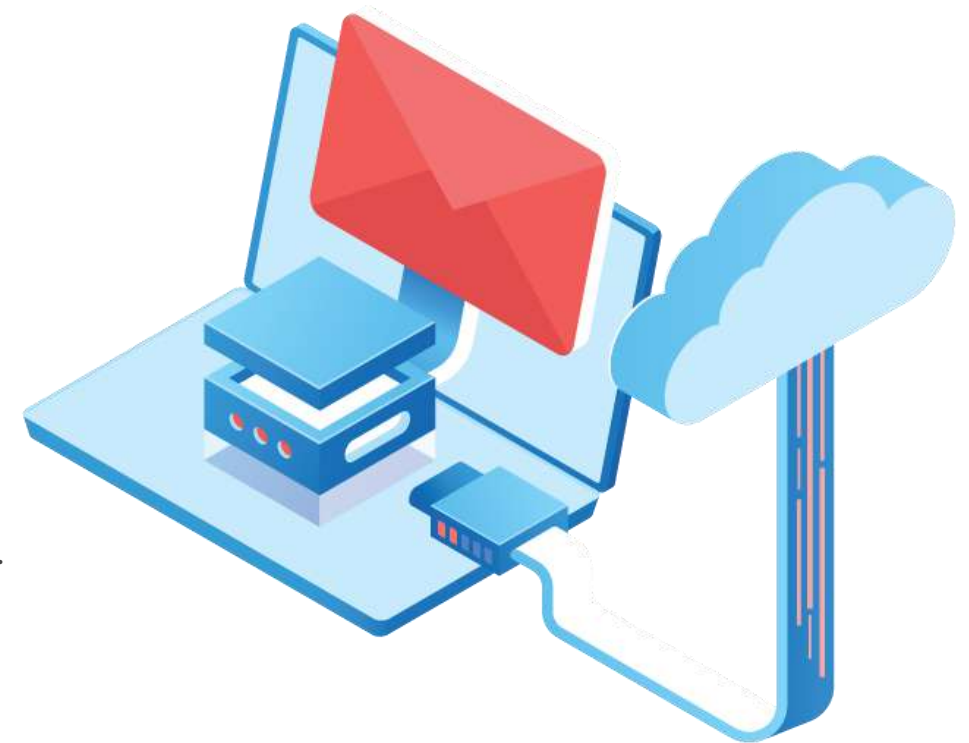


{ json:api }

SMTP Integration is best suited for application that are looking for straight forward integration with minimum scope for customization.

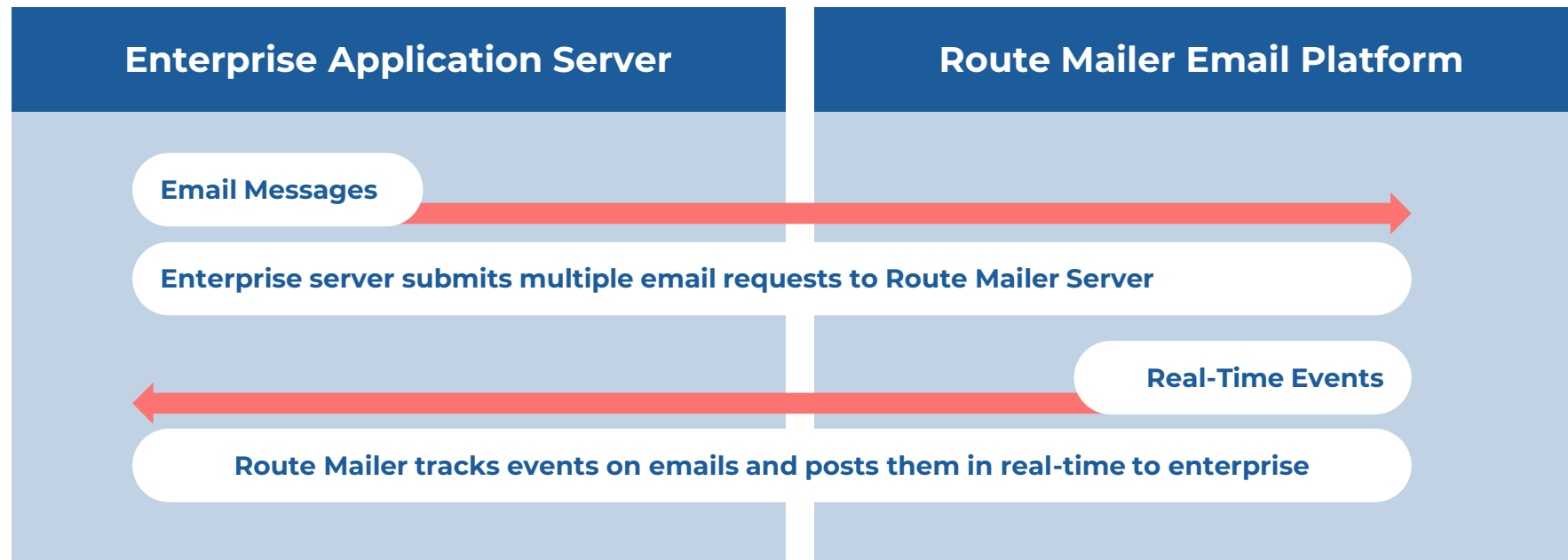
Highlights

- Supports all forms of SMTP connectivity.
- All MIME objects are supported.
- Support for sending multiple attachments.
- Inclusion of custom headers and unique tracking ID.
- Access to Reporting Dashboard on Panel.
- Support for enabling open and click tracking.
- Support for getting email status and other events over webhooks.
- Built in redundancy for highest uptime.



Webhooks

Webhooks gives enterprise applications real-time feeds on every event that has occurred on the email dispatched.



Events Supported

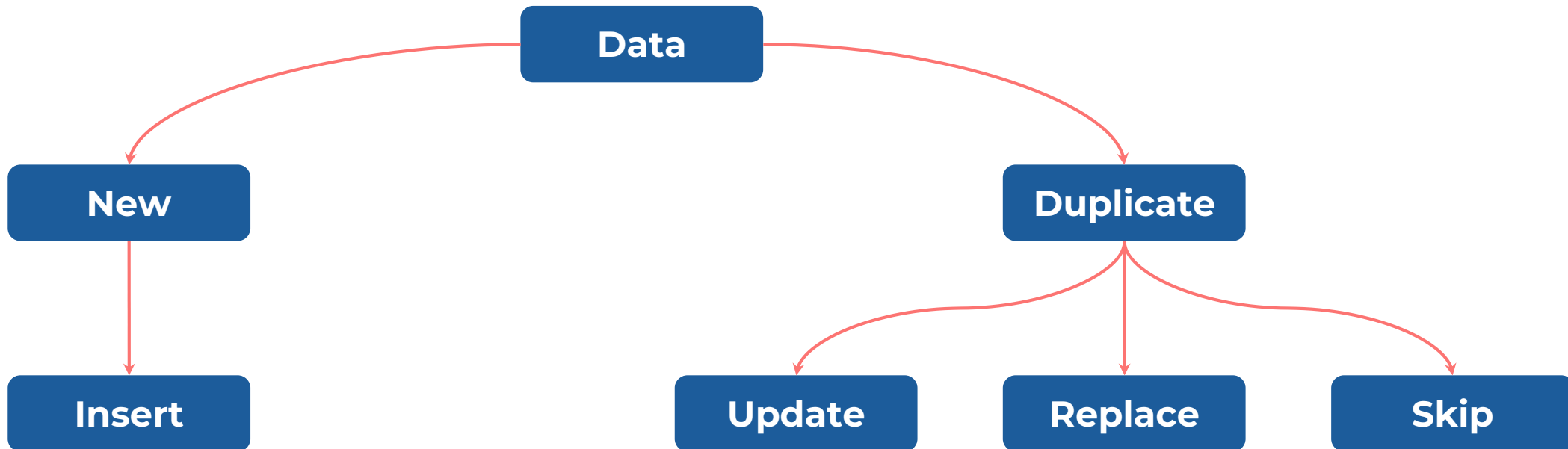
- ✓ Relay successful
- ✓ Soft Bounce intimation
- ✓ Hard Bounce Intimation
- ✓ Email Open
- ✓ Link clicked in email
- ✓ Un-subscription call back
- ✓ Spam Call back

Email Tracking & Filters

- **Support link tracking**
- **Automatically filters the already spam and unsubscribed email ids**
- **Three modes of un-subscription:**
 - Unsubscribe from the current list.
 - Unsubscribe from all the lists.
 - Unsubscribe for a period
- **All reports will contribute to the interaction rate of the campaign**



Duplicate Contacts Management



Update:

Only update the new fields and keep the old fields and their data.

Skip:

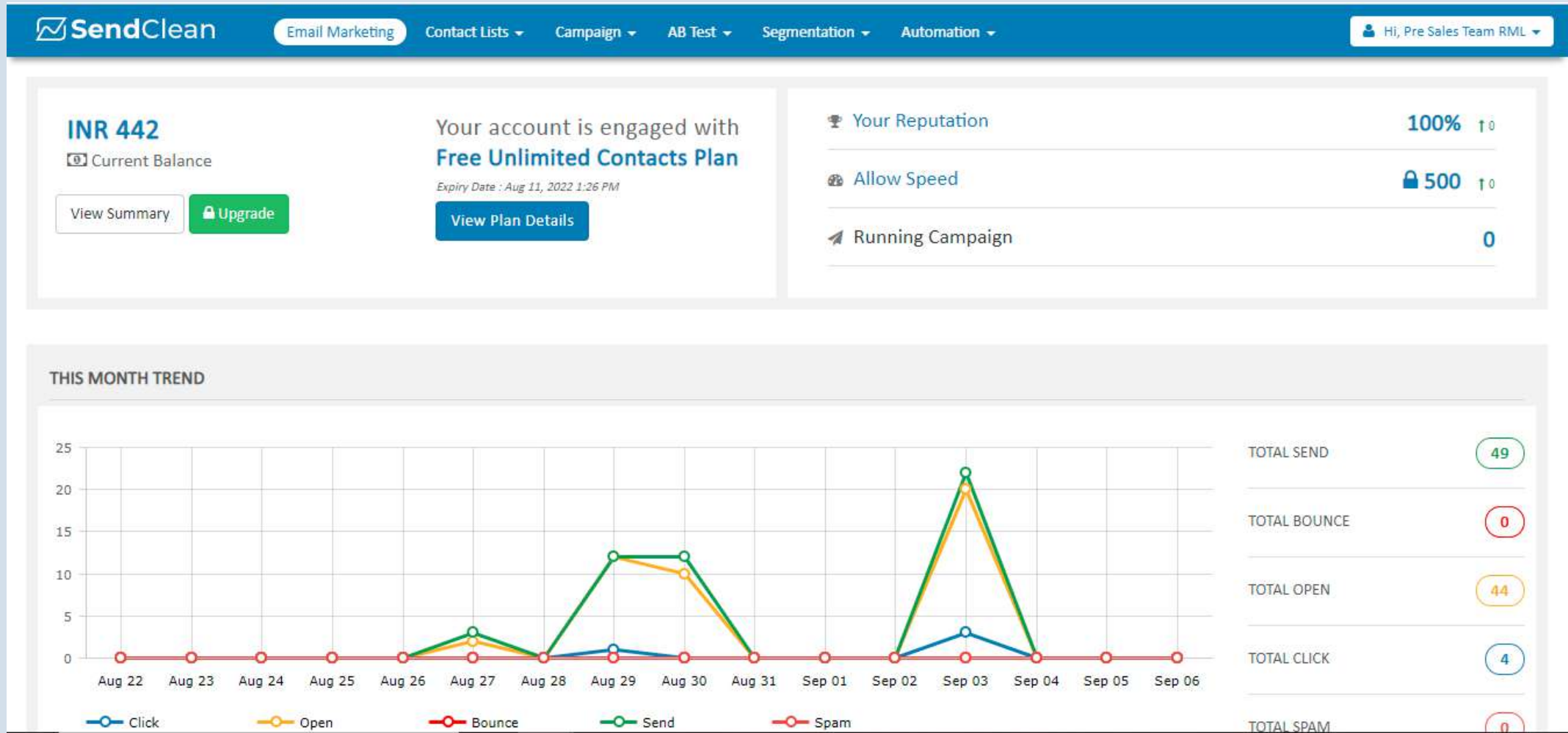
Do not take any action and keep the old data as it is.

Replace:

Only keep new data and remove the previous fields.

SendClean Enterprise Solution

Reporting Insights via the Interface



Contact List Management

Upload multiple ZIP files and multiple contact list mapping in one go

[+ Create Campaign](#)

Basic Info

Contact List Name:

Custom Fields:

email	<input checked="" type="checkbox"/> Always required
firstName	<input type="checkbox"/> *required
lastName	<input type="checkbox"/> *required
<input type="checkbox"/> DoB	

[Create List](#) [Upload File](#) [Map File\(s\)](#) [Next](#)

Custom Fields

A user can add / manage custom fields and link them to list (multiple lists) directly

☰ Create Custom Field

Field Name

Name must be unique and should only contain alphabet, number and underscore (_)

Field Type

--Select Field Type--

--Select Field Type--

Integer
Text
Float
Boolean
Date

Instructions

- All the fields are compulsory.
- A **tag** will be generated automatically. This **tag** can be used to send dynamic messages.

[View all Custom Fields](#)

Lets understand custom fields

Create Custom Fields

Every bussiness has its own relative Information. Create your custom fields at one place. No need to create them separately for each contact list.

Name Subject Marks

Link them with Contact Lists

List 1

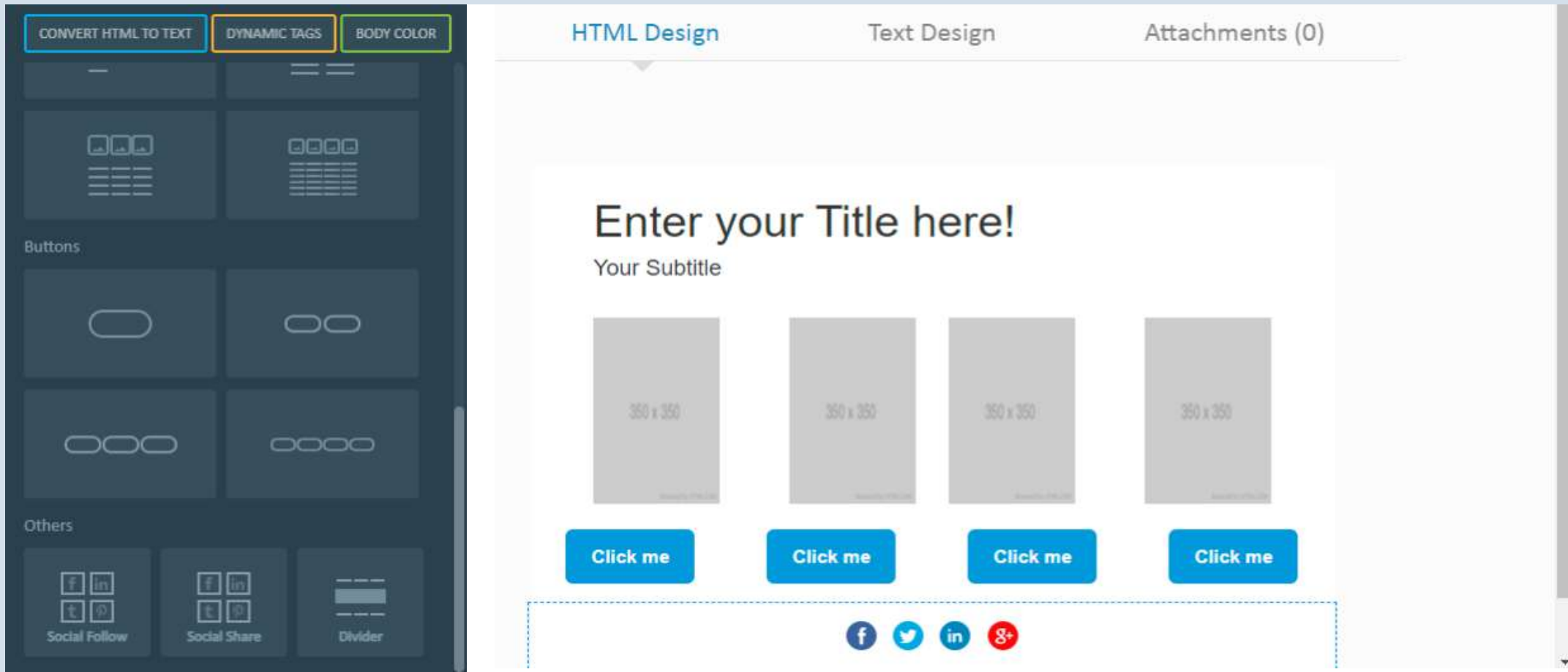
List 2

Name Subject

Name Subject

Drag and Drop Editor

Drag-n-Drop editor makes it easier for un-skilled users to create a campaign by their own.



The screenshot displays the SendClean drag-and-drop editor interface. On the left is a dark sidebar with three main sections: 'CONVERT HTML TO TEXT' (highlighted in blue), 'DYNAMIC TAGS' (highlighted in orange), and 'BODY COLOR' (highlighted in green). Below these are icons for text alignment and bullet points. The 'Buttons' section shows four button styles: a single rounded button, two rounded buttons, three rounded buttons, and four rounded buttons. The 'Others' section includes 'Social Follow' (with Facebook and LinkedIn icons), 'Social Share' (with Facebook, LinkedIn, and Print icons), and a 'Divider' (with a dashed line icon). The main editor area has three tabs: 'HTML Design' (selected), 'Text Design', and 'Attachments (0)'. The 'HTML Design' tab shows a preview of a campaign layout with the text 'Enter your Title here!' and 'Your Subtitle'. Below the text are four placeholder images, each labeled '350 x 350'. Underneath the images are four blue buttons, each labeled 'Click me'. At the bottom of the preview area are social media icons for Facebook, Twitter, LinkedIn, and Google+.

Drag and Drop Editor - Elements

PADDING

TOP 10PX BOTTOM 10PX

LEFT 5PX RIGHT 5PX

BODY COLOR FONT STYLE

#2E79BE COLOR NAME ARIAL SIZE 24PX

ALIGNMENT

LEFT CENTER RIGHT

SAVE

VIEW ONLINE

BEACHBODY

Week of July 24, 2016

4 Signs You Might Be Dehydrated

Don't let the summer heat get the best of you. Be on alert for these four signs of dehydration so you can fix the problem before it gets worse.

READ MORE

VIEW ONLINE

BEACHBODY

Week of July 24, 2016

4 Signs You Might Be Dehydrated

Don't let the summer heat get the best of you. Be on alert for these

Hello %%NAME%%,

I am your account manager at Sarv.com.

Please feel free to contact me and share any of your queries.

Hope we will have a long term business.

%%ACCOUNT_MANAGER%%

- HTML Elements: Image, text, button, text with image, social sharing plugin, social follow button, divider, etc.
- Create Responsive Design for Laptop, Mobile and Tablets.
- Use dynamic tags like %%NAME%% to Personalize Your Content.
- Drag and change CSS style According to Your Imagination.

Campaigns

Design your campaign: Drag n Drop Editor, HTML/Text Editor, or Choose from responsive templates



Drag-n-Drop Responsive Design Builder

Easy to use drag-n-drop builder to create mobile friendly email that looks great on any device or screen size.

OR



HTML/Simple Text Editor

Copy and paste your own HTML code or use a simple editor.

POPULAR DESIGNS

email

online marketing

food

cooking

home

animals/pets

ecommerce

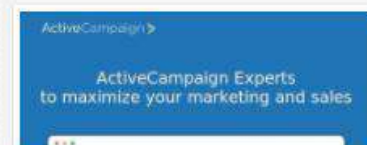
computers & technology

advertising

internet

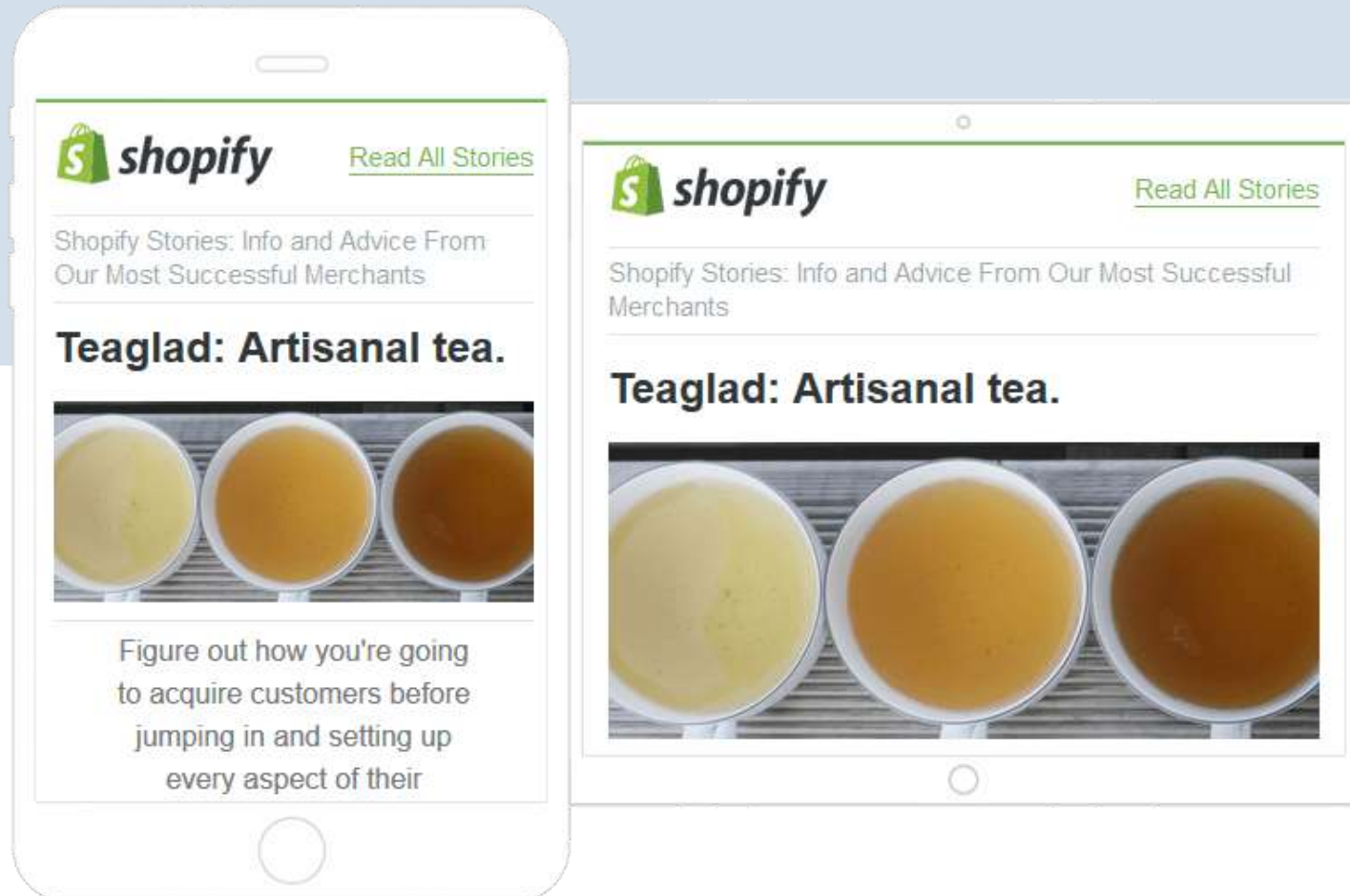
alcohol

domain names



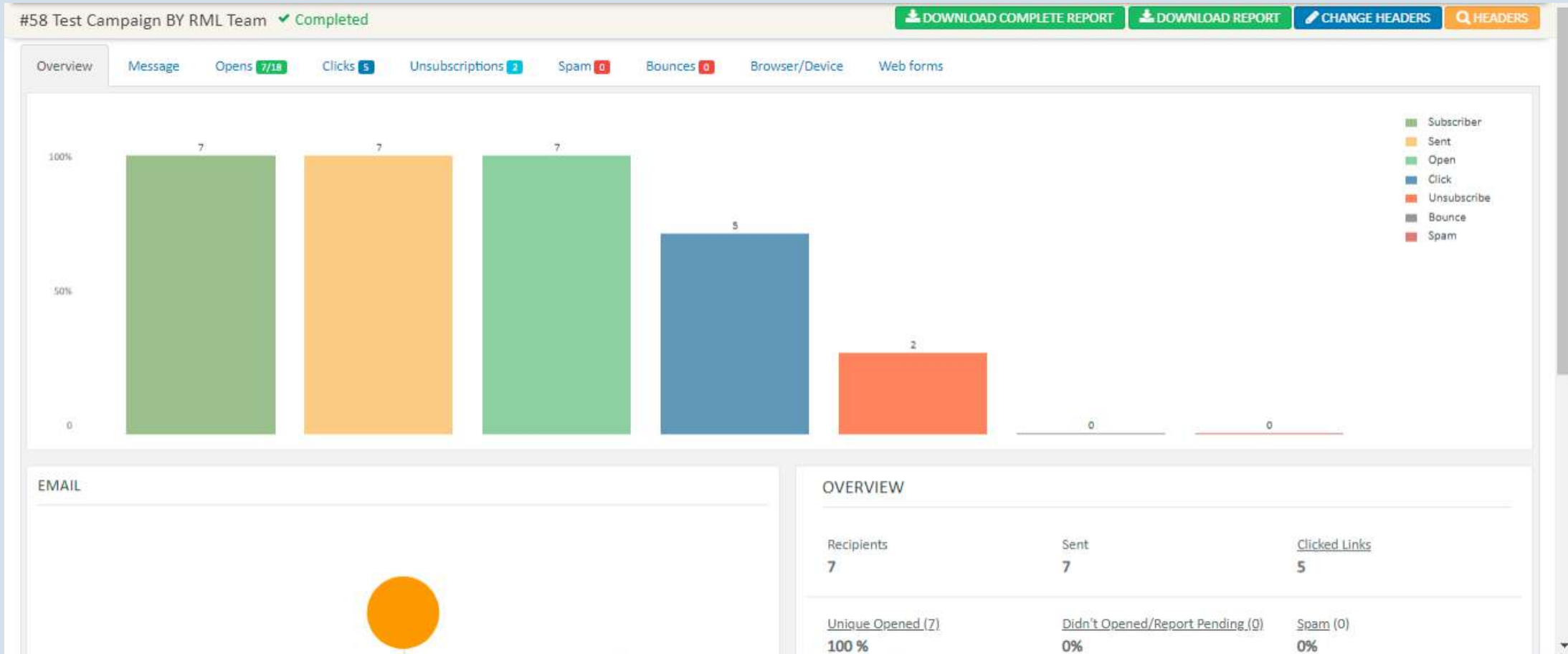
Responsive Emails

Responsive design helps us to show content layout according to the device without distorting it.



Powerful Reporting

Insights to understand campaign effectiveness and customers



What should trigger this workflow ?



When Someone joins a list

Send an email when someone joins a list.



A Date

Send an email based on a subscriber's date field



An anniversary of a date

Send an email based on the date anniversary of a field



When information in column changes

Send an email when information in column changes



When someone enters a segment

Send an email when someone enters a segment



When someone exits a segment

Send an email when someone exits a segment

Select Type

Basics

Choose Design

Review

A/B Split Testing

Comparing two/more versions of email campaigns to see which one performs better

Campaign ID	Status	Variant	Total	Sent	Open	Click	Bounce	Total Variants
#263 Brinda - Detox - 17 Nov	Completed	A	31037	124148	5551	28	945	4
#262 Brinda - Stay Positive - 17 ...	Completed	B	31012	124045	5211	5	693	4
#261 Brinda - Carbs - 2	Completed	B	37622	75244	3168	9	1003	2
#260 Brinda - Fads - 16 Nov	Completed	B	37612	75224	3211	1	1065	2
#259 Brinda - Carbs	Completed	B	25068	50136	2077	32	791	2

Inbuilt Templates Library

2000+ ready available email templates, across various categories, easy builder

POPULAR DESIGNS

- email
- online marketing
- food
- cooking
- home
- animals/pets
- ecommerce
- computers & technology
- advertising
- internet
- alcohol
- domain names
- personal sites
- blog

Template 1: bluehomeC™ EMAIL MARKETING Trends. Used by www.bluehornet.com

Template 2: adestra. Our next webinar Sector by sector, how does your email marketing stack up? Used by www.adestra.com

Template 3: Leave beautiful design to designers and skilled execution to marketers. Used by www.adestra.com

Template 4: Good afternoon! Join a quick follow up to this morning's email. Used by www.bombbomb.com

Template 5: ActiveCampaign Experts to maximize your marketing and sales. Used by www.activecampaign.com

Template 6: SPECIAL OFFER! SAVE 50% ON EMAIL MARKETING. Used by www.aquest.com

Template 7: You Won't Believe the Savings in Our New App Store! Used by www.campayn.com

Template 8: adestra. Our next webinar 10 email ideas retailers can use to boost results and drive revenue. Used by www.aquest.com

RSS Feed Campaign

Enable to get news automatically from a blog to be published on the Blog portal.

Create a Campaign

Campaign Name

Compulsory

RSS Feed Campaign ▾

RSS Feed URL

Compulsory

From Name

Compulsory

From Email

Select a domain ▾

Compulsory

Reply to Email

Select a domain ▾

Compulsory

Add BCC (comma separated)

Subject

Compulsory

Dynamic Tags ▾

{IF-...}



Scheduling

We will send emails on the below schedule.

Select Frequency:

Every Day ▾

Select Time:

4:15 PM



Send only on these days

Sun Mon Tue Wed Thu Fri Sat

Save

Templates Details

Edit

HTML Design

Html Editor

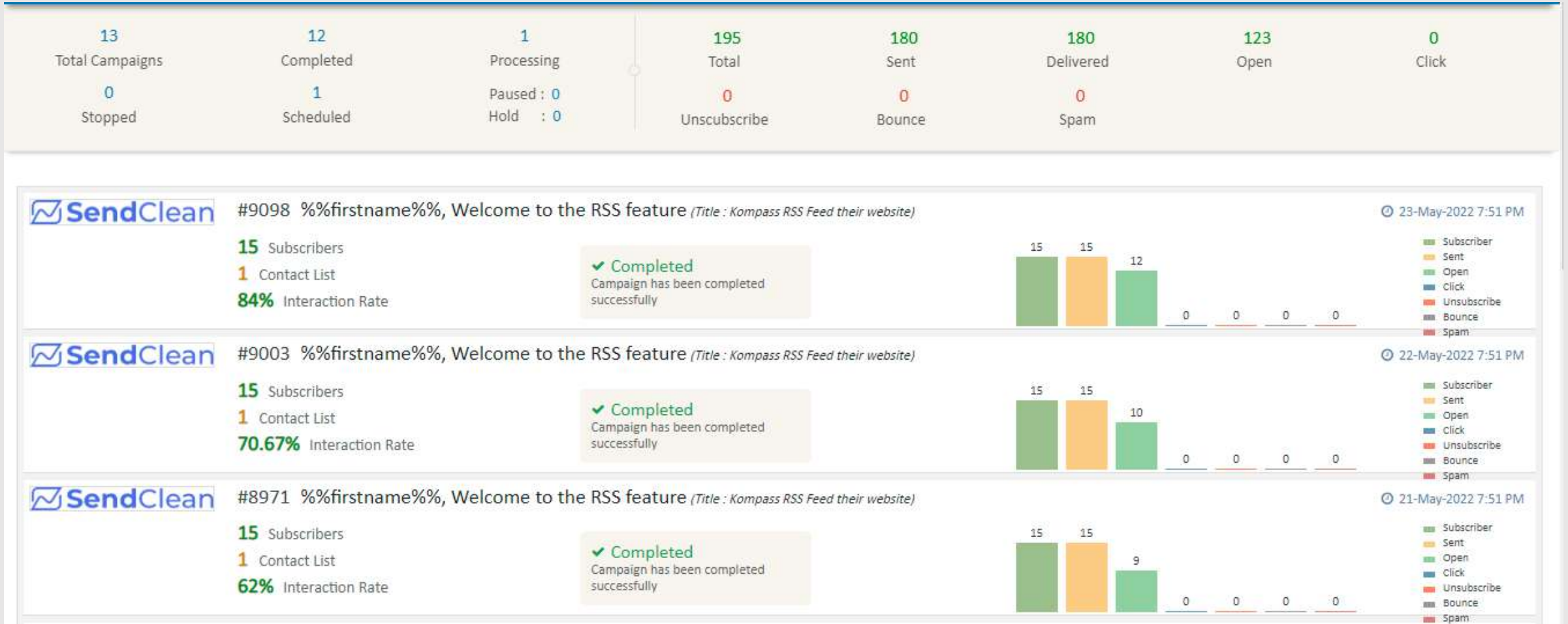
Web View

Text Content

Web View

RSS Feed Campaign Reporting

Reports of the child campaigns i.e. recurring campaigns can be accessible and downloadable into the csv file.

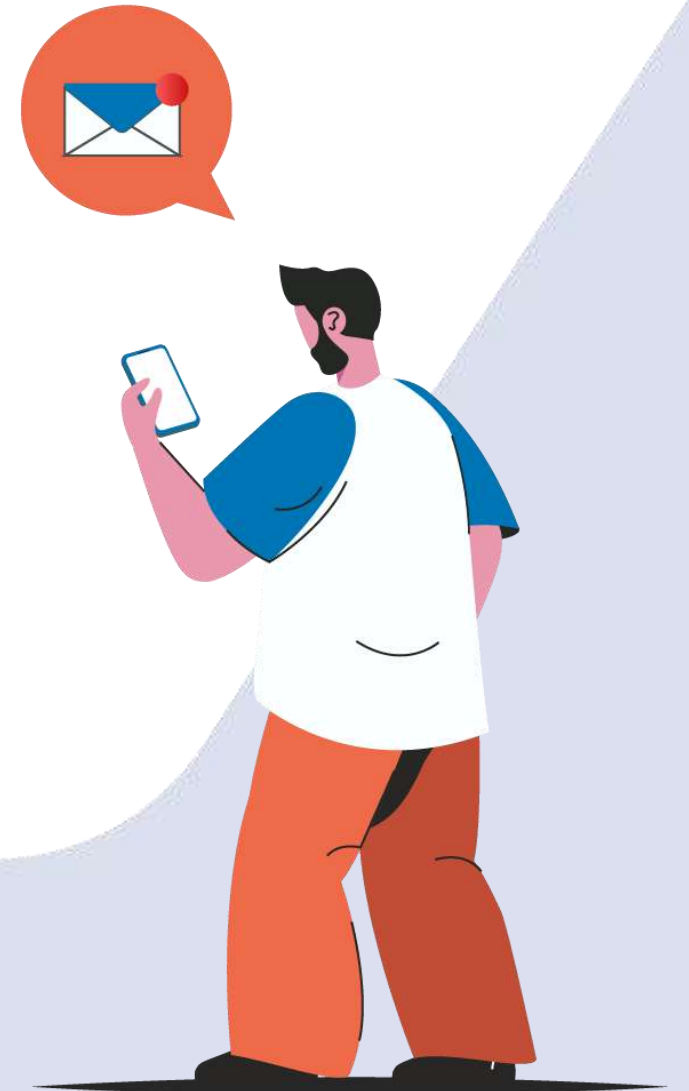
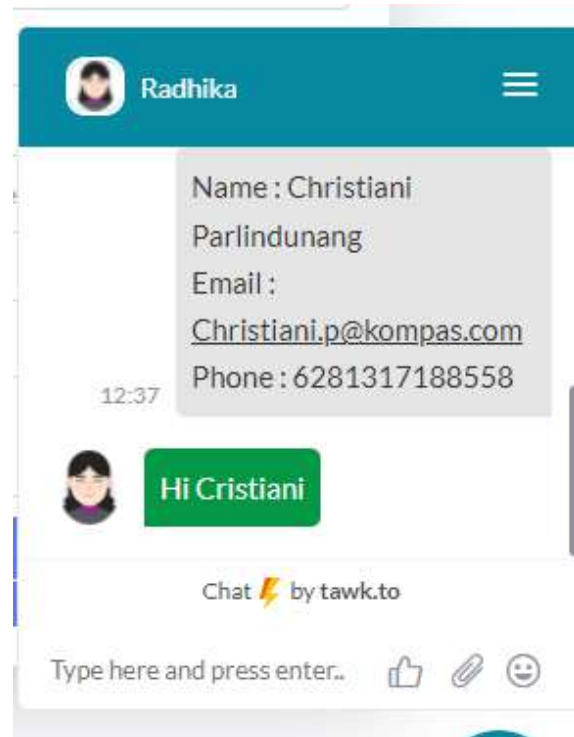


Our Dedicated Support

Stuck anywhere in the process?

Write to us at support@sendclean.com

Chat with Us



Thank you

Write to us at
support@sendclean.com