SendClean Enterprise Solution

Intelligent and Advanced Email Marketing Platform for Enterprise Business

About SendClean

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

Interaction Rate

Segmentation

A/B Testing

Automation

Drag and Drop

Templates

Contact Lists

Spam Test

Custom Fields

Mail Segmentation

Sign-Up Forms

SendClean Enterprise Solution - Categories

SendClean

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
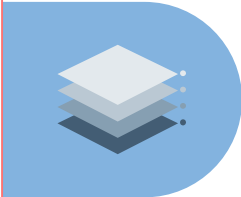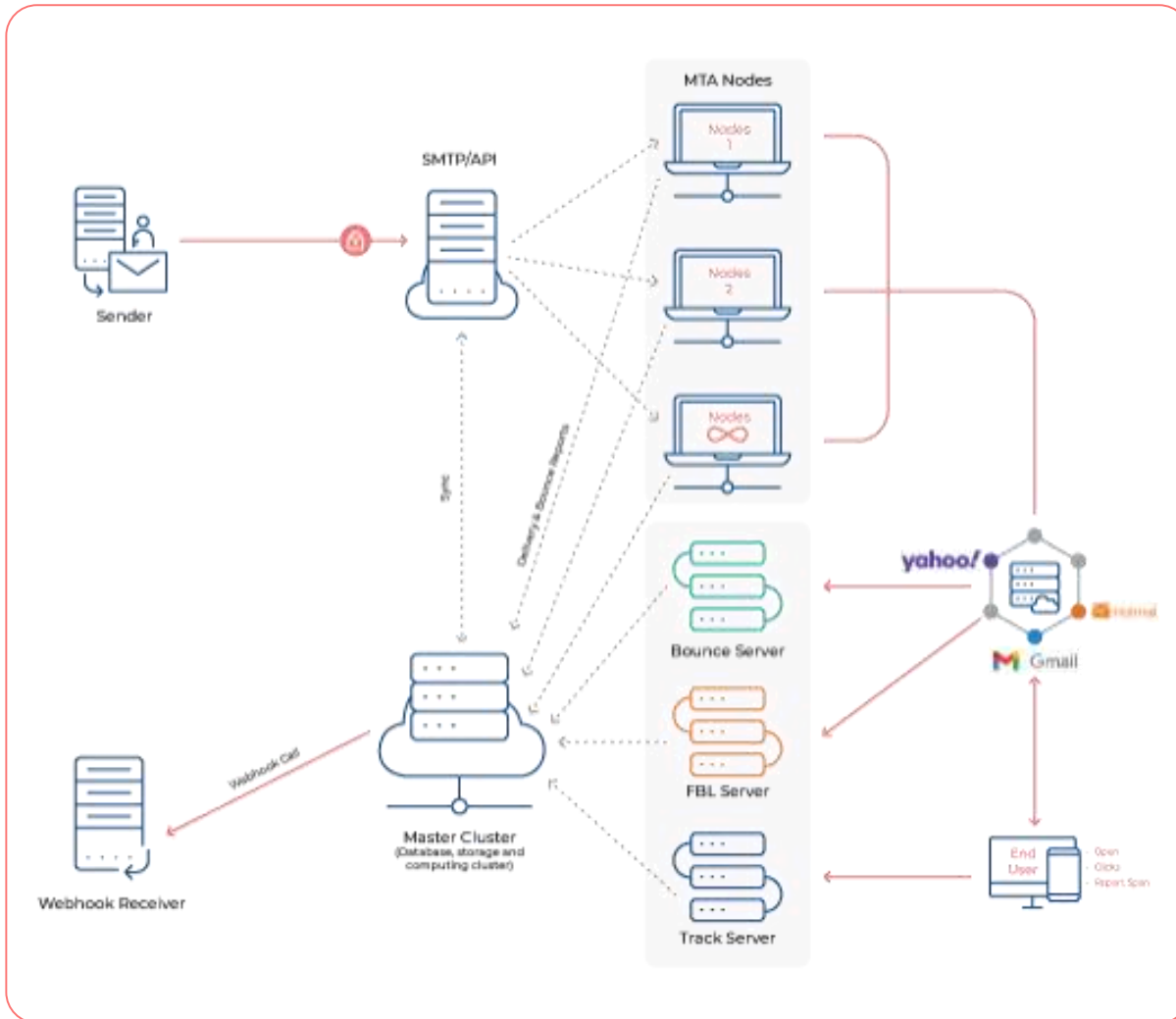
MTA

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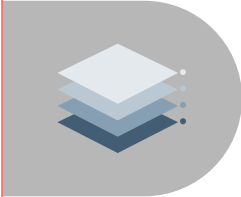
SMTP/ API Server

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/MSPand shares an acknowledgement to Master Cluster.
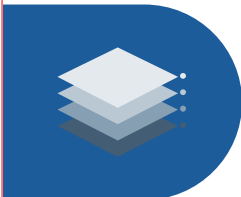
Master Cluster

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

HTTP / HTTPs based API - Email

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.

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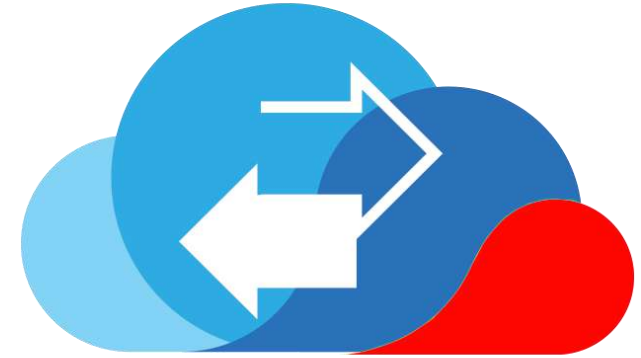
SMTP Integration is best suited for application that are looking for straight forward integration with minimum scope for customization.

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.
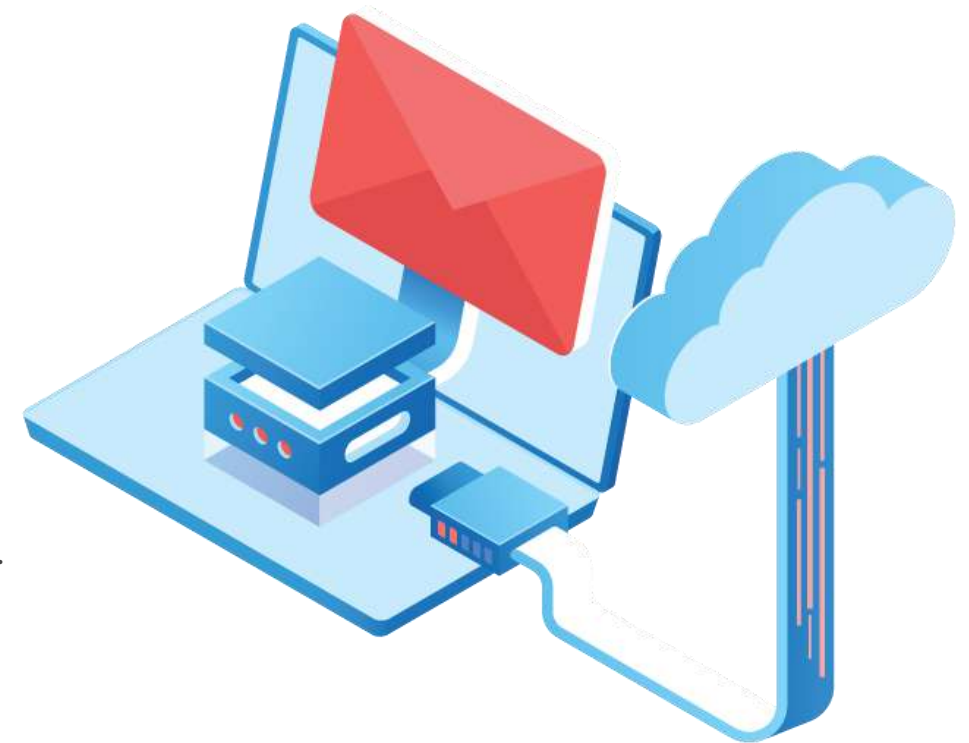
Webhooks

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

Enterprise Application Server	Route Mailer Email Platform
Email Messages →	
Enterprise server submits multiple email requests to Route Mailer Server	
←	**Real-Time Events**
Route Mailer tracks events on emails and posts them in real-time to enterprise	
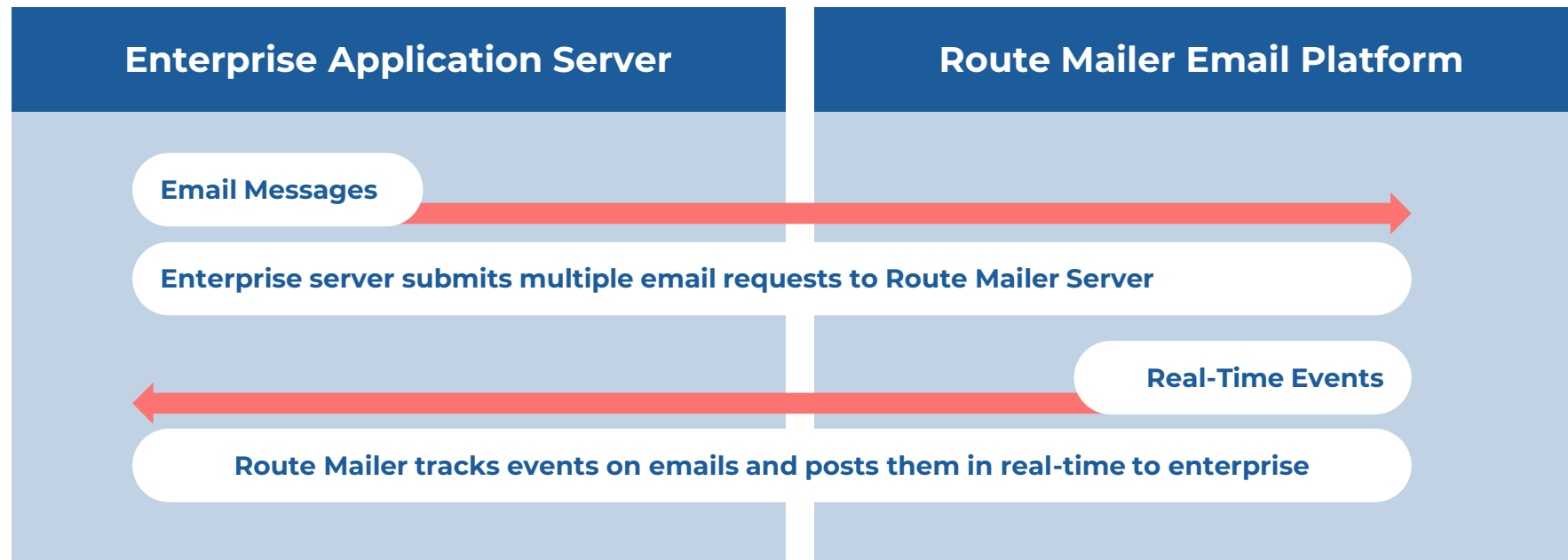
Events Supported

✔ 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


```
                          ┌──────────┐
                          │   Data   │
                          └──────────┘
                   ┌────────┘     └────────┐
            ┌──────────┐              ┌───────────┐
            │   New    │              │ Duplicate │
            └──────────┘              └───────────┘
                  │              ┌─────────┼─────────┐
            ┌──────────┐   ┌──────────┐ ┌──────────┐ ┌────────┐
            │  Insert  │   │  Update  │ │ Replace  │ │  Skip  │
            └──────────┘   └──────────┘ └──────────┘ └────────┘
```
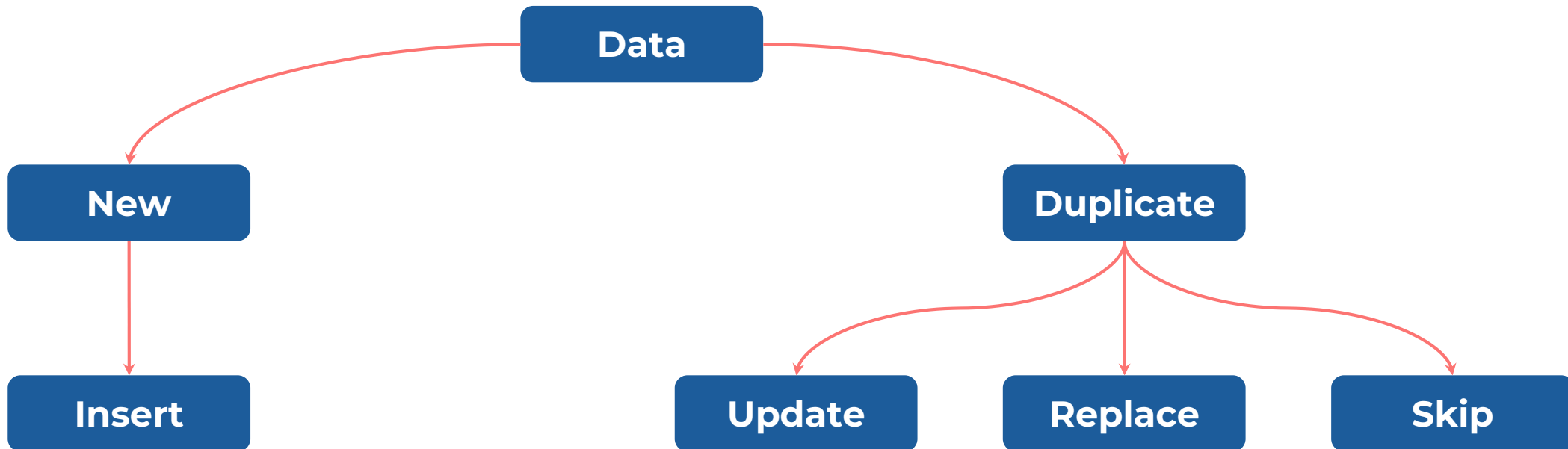
Update: Only update the new fields and keep the old fields and their data.

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
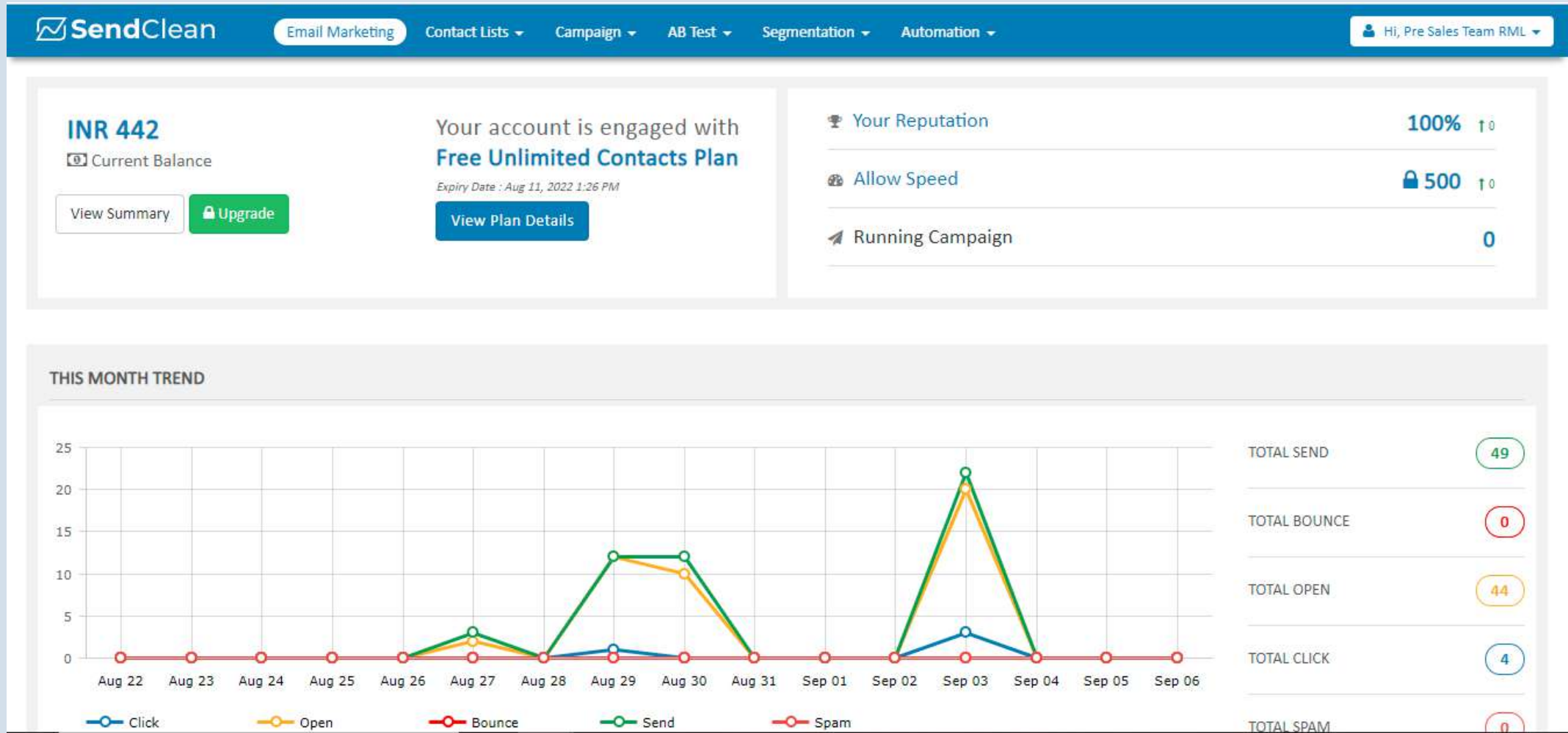
Contact List Management

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

Custom Fields

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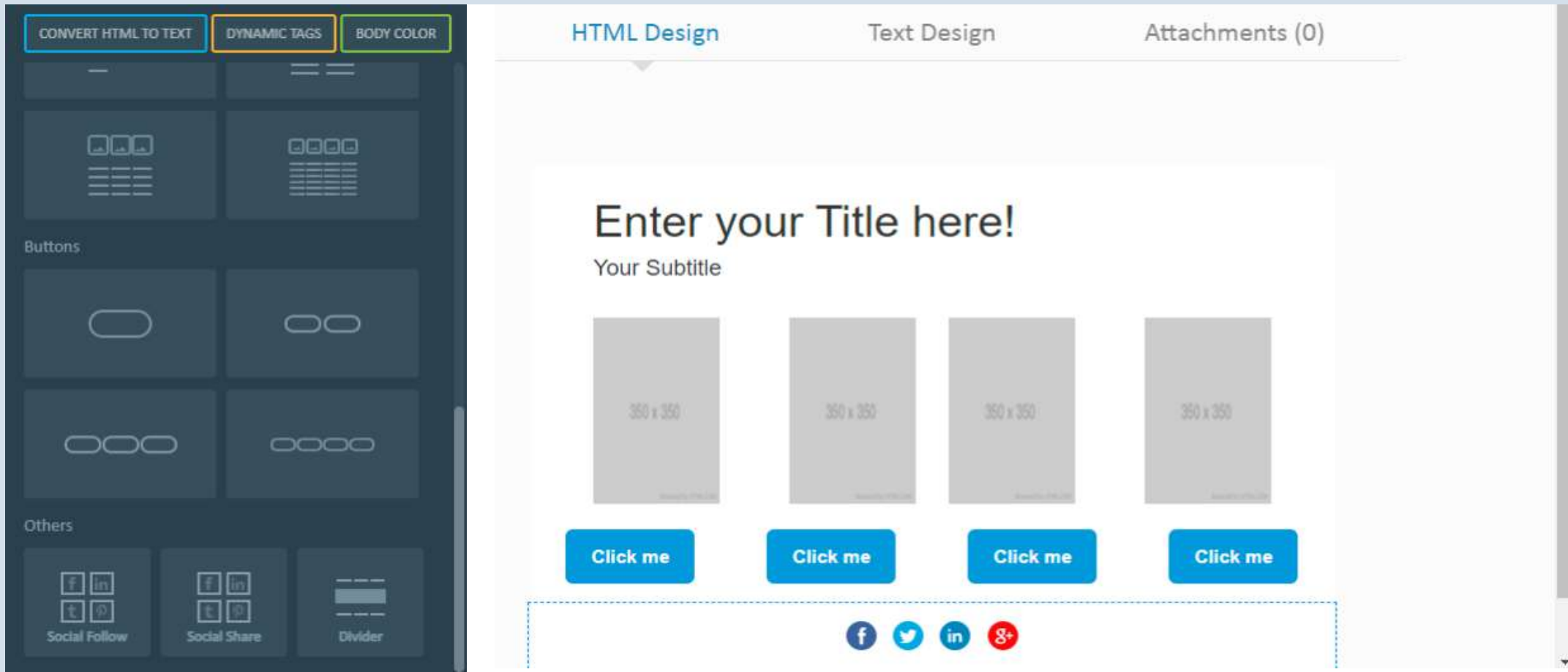
Drag and Drop Editor

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

Drag and Drop Editor - Elements

- 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
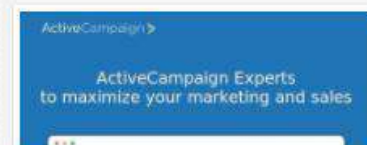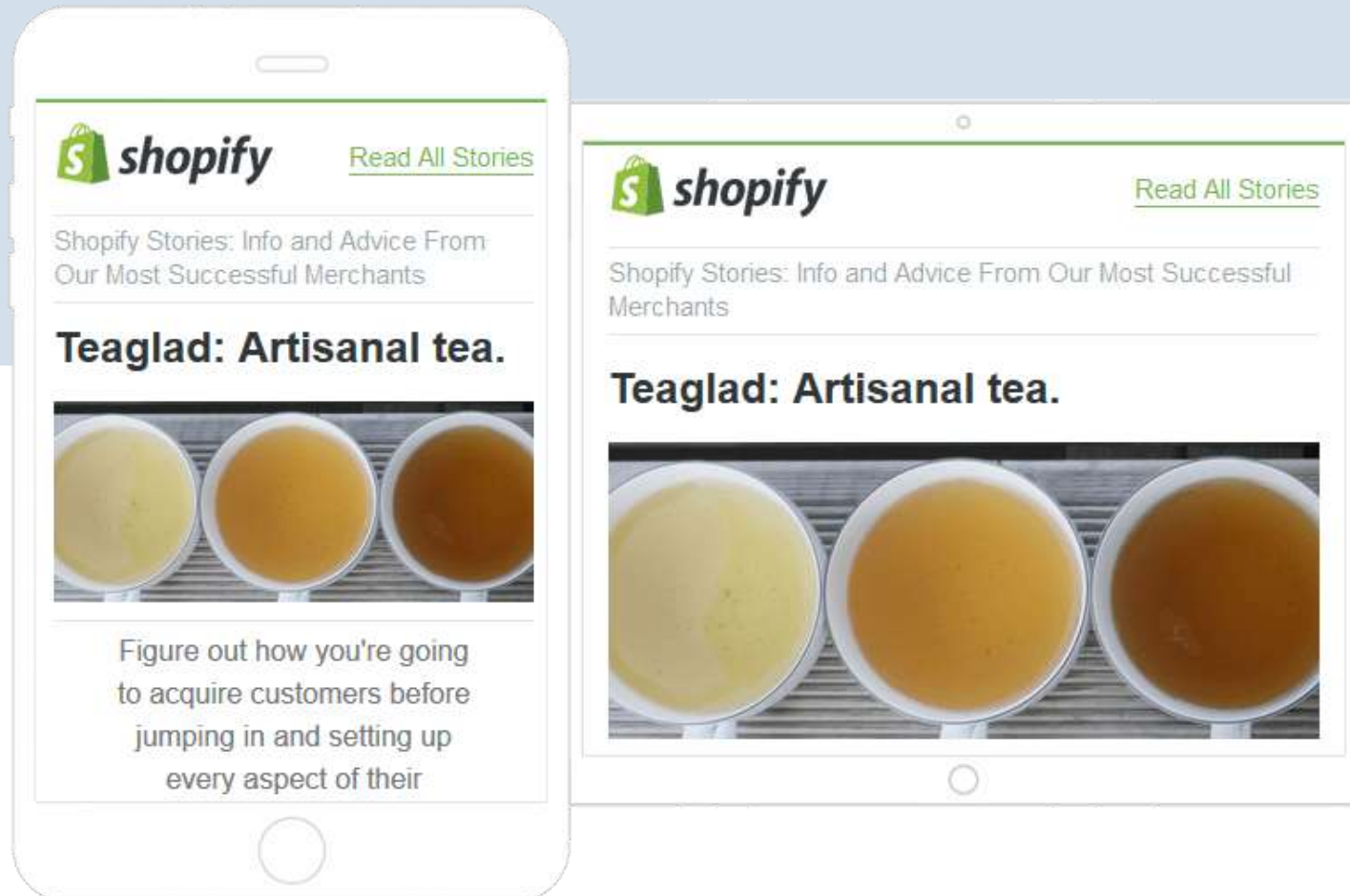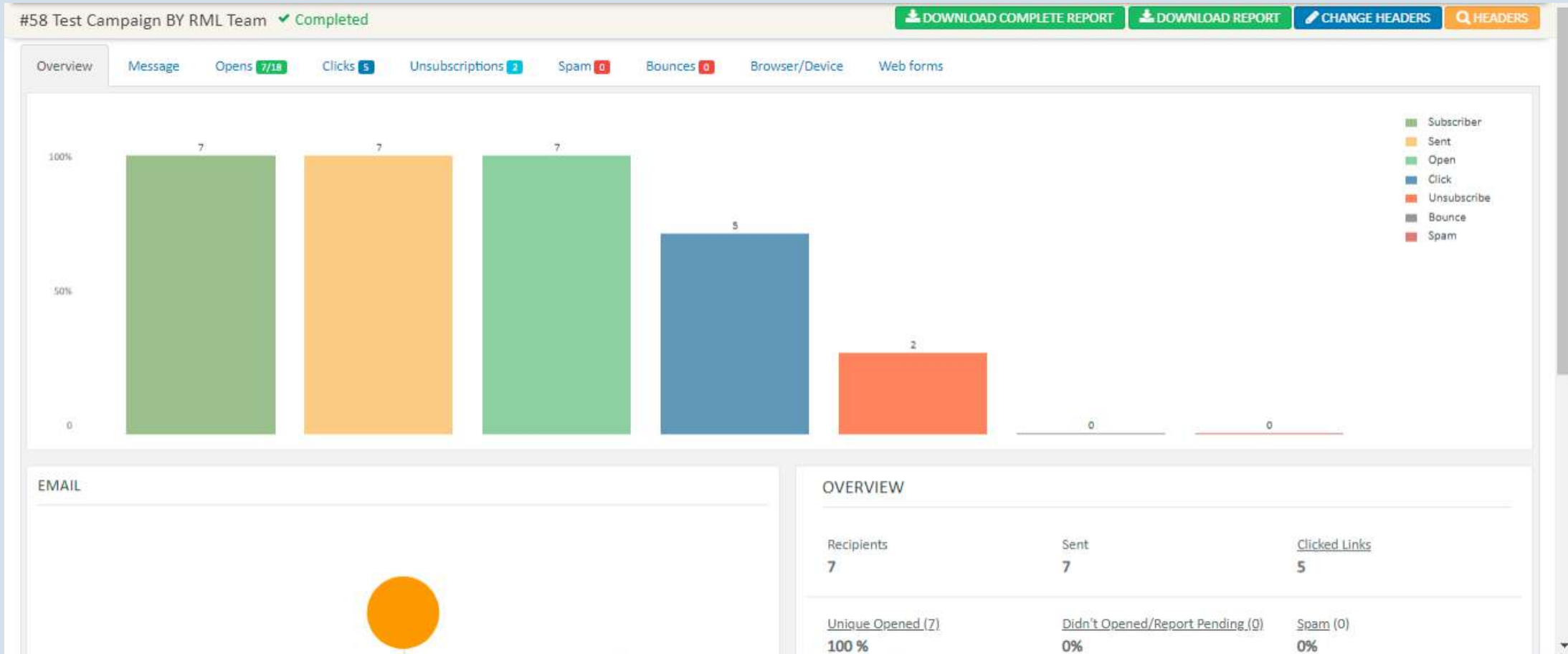
Responsive Emails

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

Powerful Reporting

Insights to understand campaign effectiveness and customers

Email Automation

A/B Split Testing

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

#263 Brinda - Detox - 17 Nov		Sent	Open	Click	Bounce	4
Subject Line	Total	124148	5551	28	945	Total Variants
17 Nov 2020 4:07 PM ✔ Completed	A	31037	1369	11	211	

#262 Brinda - Stay Positive - 17 ...		Sent	Open	Click	Bounce	4
Subject Line	Total	124045	5211	5	693	Total Variants
17 Nov 2020 1:30 AM ✔ Completed	B	31012	1303	0	188	

#261 Brinda - Carbs - 2		Sent	Open	Click	Bounce	2
Subject Line	Total	75244	3168	9	1003	Total Variants
16 Nov 2020 5:35 PM ✔ Completed	B	37622	1595	5	498	

#260 Brinda - Fads - 16 Nov		Sent	Open	Click	Bounce	2
Subject Line	Total	75224	3211	1	1065	Total Variants
16 Nov 2020 5:19 PM ✔ Completed	B	37612	1607	0	530	

#259 Brinda - Carbs		Sent	Open	Click	Bounce	2
Subject Line	Total	50136	2077	32	791	Total Variants
12 Nov 2020 11:14 PM ✔ Completed	B	25068	1042	16	420	

Inbuilt Templates Library

![SendClean logo]

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

RSS Feed Campaign

Enable to get news automatically from a blog to be published on the Blog portal.
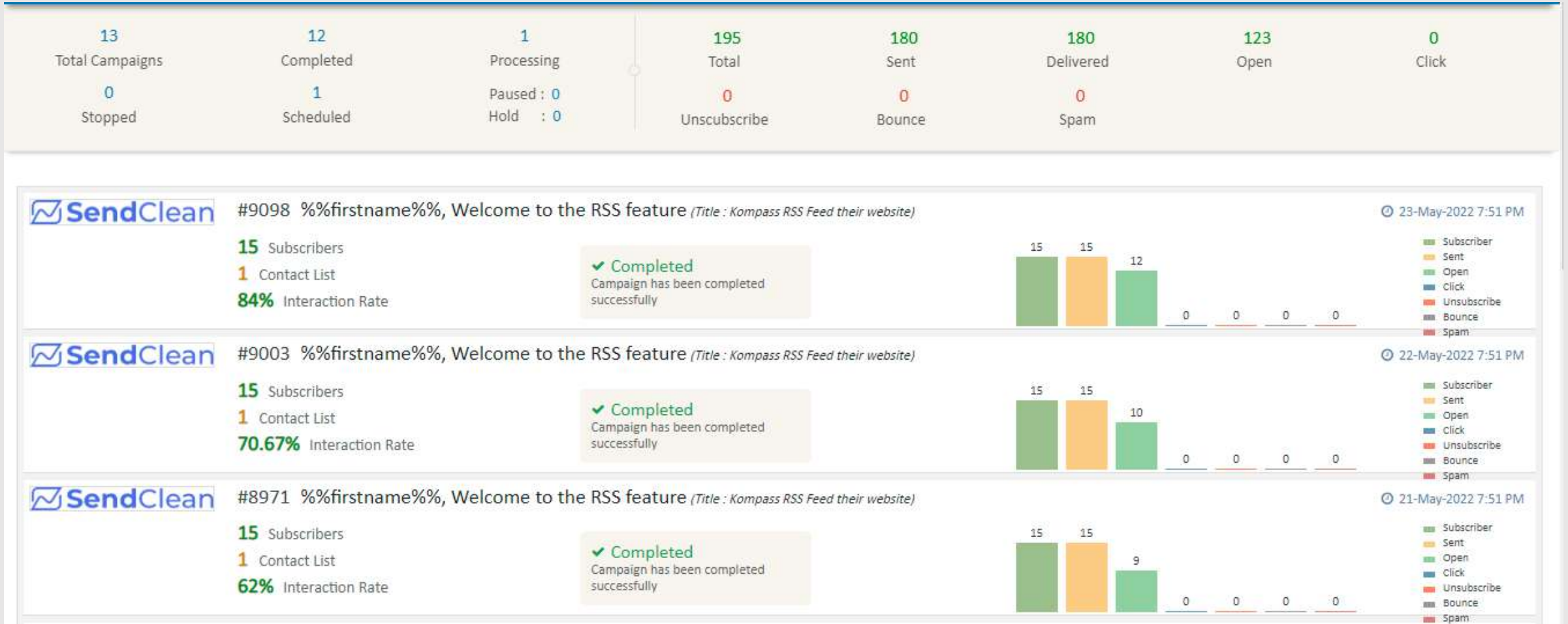
RSS Feed Campaign Reporting

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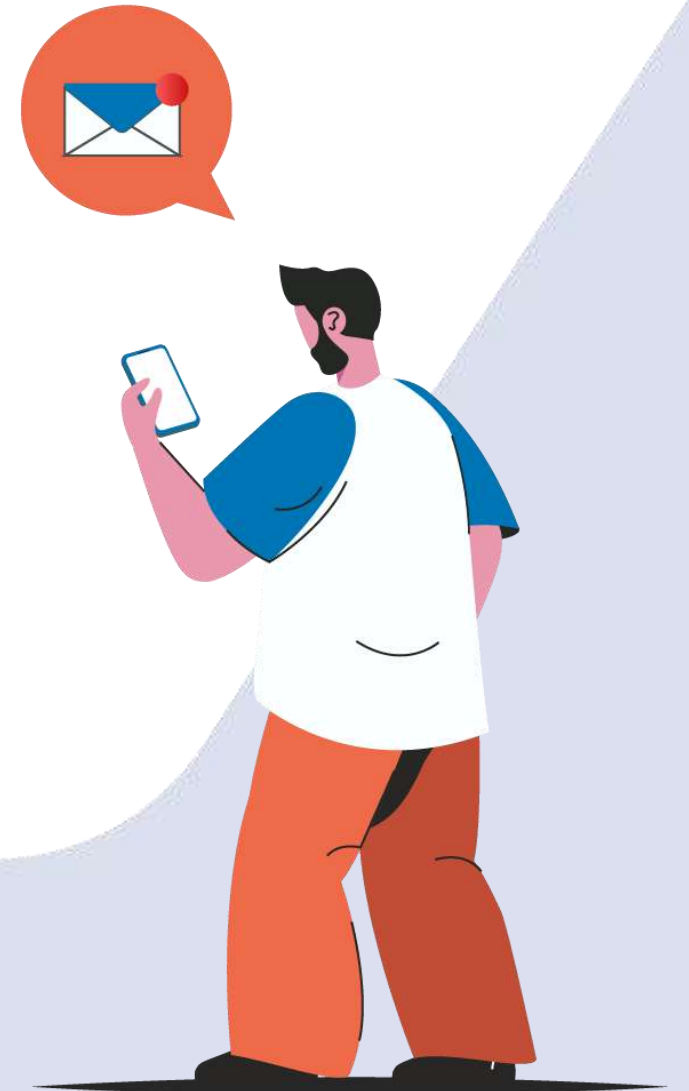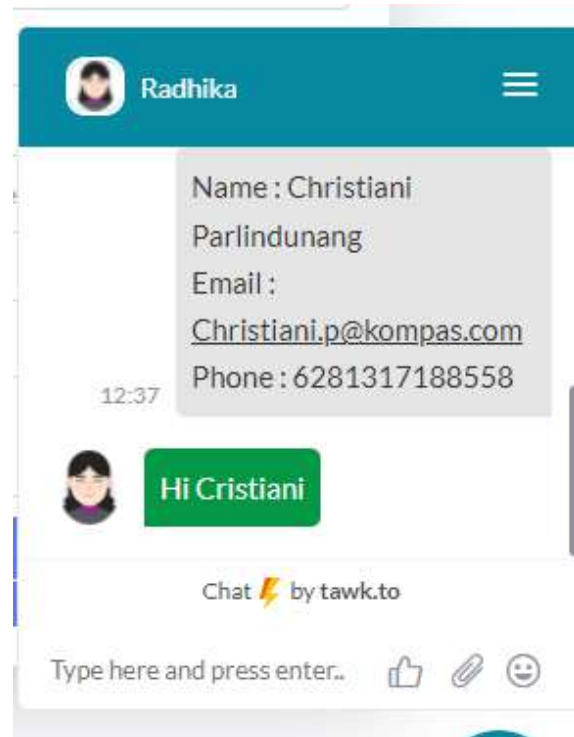
Our Dedicated Support

Stuck anywhere in the process?

Write to us at **support@sendclean.com**

Chat with Us

Thank you

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