# C9 Campaign

## Class-leading email designer, responsive templates, drag-and-drop editor, forms functionality and sophisticated workflow automation all in one place.

C9 Campaign email designer lets you create emails and forms, add database segments, edit images on-the-fly, link to Google Analytics & social media, and schedule sends.  All with data privacy in mind, spam compliance, and GDPR opt-in functionality.

### Class leading email design

C9 Campaign has over 170 professionally designed pre-built templates in many different categories. The drag and drop editor allows users to easily place images and change out text. All templates are responsive so that emails render well on multiple devices and email clients.

### Forms & Surveys at your fingertips

C9 Campaign allows you to create forms within the program, without the need for an additional subscription or add-on. Forms are a great way to collect data from users - you can get users to subscribe to a list, collect survey data, RSVP to an event, update their preferences or unsubscribe from a list. C9 Campaign allows you to add these forms to your email campaigns, as well as to your website or social media channels and all information collected is populated in-system in real time.

### Segment your audience

Develop rich insights and lead profiles by building segmented target groups to achieve optimal results.  There is also impressive in-system spreadsheet functionality to add and remove fields, copy data and sort and filter list content. This removes the hours spent in excel cleaning and copying data in preparation for upload.



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## Advanced Automation & Customer Journey Workflows

The advanced automation module allows you to engage your customers in real one-to-one marketing dialogue and send out highly relevant and targeted content to your contacts without even having to log in to the system. Advanced automations allow for campaign workflows, automated data updating, segmenting - and the ability to use criteria such as time, action and profile-based segments.

## Integrations

All campaign email functionality can be further extended through a number of powerful integrations - allowing everything from contact sync with other platforms, to detailed email tracking, event integration, Google Analytics, social media and much more.

## Spam Compliance & GDPR

C9 Campaign provides a range of features that give peace of mind when it comes to your legal requirements with spam. The system has several features that help ensure you're compliant.

C9 Campaign contains various tools to help you collect express permission such as built in forms to help you capture and record expressed consent from your subscribers, and automation for double opt in processes.

Any email created in the system will automatically contain your company name and address at the footer of the email so that you have identified yourself. There is also an automated one click unsubscribe facility and the system removes any previous unsubscribers upon upload.

## Conditional / Dynamic Content

Conditional Content allows you to display only the content of interest to your contacts, depending on data that they have listed against their contact record in order to make your messages more relevant and therefore achieve better results.

The beauty of conditional content is that it allows you to do all of this within one email message. So instead of creating a separate message and separate sends to each demographic on your contact list, you can do it all in one message and only send the message once. For those contacts who may not have any data selected, there is a fall-back option.
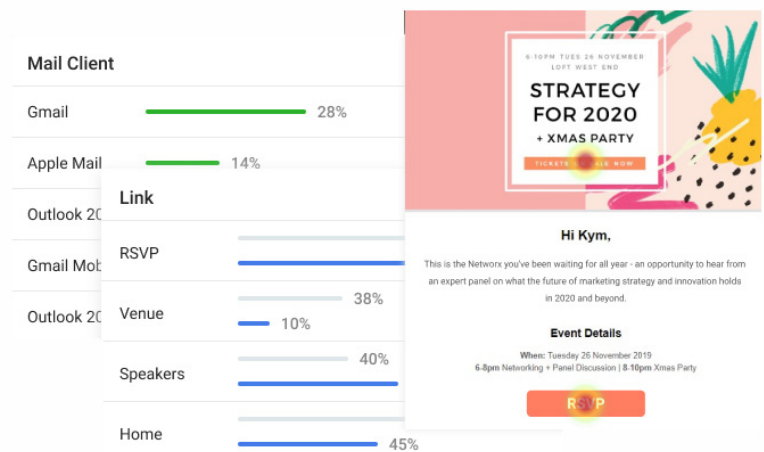


## Reporting & Insights

The in-depth reporting allows for instant insight into which campaigns are working and which are not. Monitor your open and click-through data in real-time with interactive graphs and a percentage view, click maps and full reporting features. Drill down into email devices and clients among your recipients and download each report straight to Excel. There is also a sharing button so that your high level reporting statistics can be emailed directly to nominated staff members.

## Summary

C9 campaign is a cost effective solution to all of your email campaign needs. With responsive templates, forms, database segmentation and customer journey automations. Your email communications delivered, tracked, and meeting GDPR requirements. C9 Campaign is customisable to meet your email campaign needs and can be integrated with your existing systems. If you would like to know more about C9 Campaign, or get a free demonstration feel free to contact us here.

" We started using the newsletter functionality which Cumulo9 makes easy. It gives you that rich data on what clients are opening and the silent tracking eliminates any confusion regarding who has seen what. This can prevent litigation and potentially exorbitant legal fees. "

*James McGhie, MD, Apex Insurance*



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