



IBM Marketing Cloud Email Insights

*Preview and optimize your emails across platforms
and devices*

Highlights

- Track email usage across your mailing lists
 - Preview how your emails render in more than 30 different email clients, including mobile
 - Determine preferred device of each recipient
 - Automatically update recipient record with email engagement time and location
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Does your email look amazing regardless of the device it is being read with? IBM® Marketing Cloud Email Insights, powered by Litmus, helps ensure marketers deliver content that is formatted and tailored to each recipient's preferred device. Once delivered, Email Insights then captures advanced email analytics to help you understand more about your marketing campaigns and helps personalize the customer experience for each individual.

Email Insights enables marketers to:

- Quickly preview the look and feel of mailings across 30 different email clients including Gmail, Outlook and iPhone and Android platforms. Email Insights even lets you realistically scroll your email on the specific device type.
- Track the email client usage across your mailing lists. This is critical, allowing you to focus your testing efforts and ultimately optimize your email programs based on the specific devices and email clients your customers use.
- Determine the preferred device of each unique email recipient and send targeted content based on this preference.
- Automatically update recipient-level records with additional data, such as:
 - Geo-location – including city, state and country
 - Average engagement time
 - Preferred email client or device





Figure 1: iPad Mini, iPhone 5 and Android email previews

Key Email Insights functionality:

Email previews

- Extensive design testing allows you to instantly see how your emails render in over 30 different email clients, including mobile.

Spam testing

- Test your email deliverability against spam filters from AOL, Gmail, Yahoo, SpamAssassin and more. IBM Marketing Cloud's detailed tests check your authentication, your reputation, and provide scores and feedback for common ISP and corporate filters.
- Get tips and suggestions on how to improve deliverability for each spam filter.

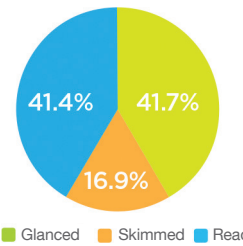
Analytics

- Track the number of email opens that occur on each device and email client. For example, measure the number of email opens that occur on iPhones or in Outlook.
- Measure how many recipients actually read your email or just delete it.

Individual-level behaviors

- Email Insights automatically updates your recipient-level records with additional data.
- Each recipient record in IBM Marketing Cloud can be updated with:
 - Location, including city, state and country
 - Average engagement time
- Preferred email client or device.

Engagement summary



Open rate

Mobile 13%

Desktop 51%

Webmail 25%

Figure 2: Email Insights provides analysis of how recipients engaged with your email

Supported email clients and devices

Mobile devices

- Android 2.3 & 4.0
- Android Gmail
- iPhone 4S iOS 6
- iPhone 5
- iPhone 5S
- iPad 2 iOS 6
- iPad Mini
- BlackBerry Text & HTML
- Symbian S60
- Windows Phone 8

Email clients

- AOL Mail
- Apple Mail 5
- Apple Mail 6
- Gmail
- Hotmail
- Lotus Notes 8.5
- Lotus Notes 8
- Lotus Notes 7
- Lotus Notes 6.5
- Outlook 2013
- Outlook 2011 for Mac
- Outlook 2010
- Outlook 2007
- Outlook 2003
- Outlook 2002/XP
- Outlook 2000
- Outlook.com
- Thunderbird

If you are an existing IBM customer and would like to add the Email Insights to your account, please contact your relationship manager.

Your customers are mobile. Are you?

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About IBM Marketing Cloud

IBM Marketing Cloud, part of the IBM Marketing Solutions portfolio, powers the delivery of exceptional experiences for customers across the buyer journey by leveraging customer data and behaviors, providing analytical insights and automating relevant cross-channel interactions. The cloud-based digital marketing platform provides email marketing, lead management and mobile engagement functionality to inform and drive personalized interactions in real time. To find out more, please contact IBM Marketing Cloud at 1-866-745-8767 or +44 20 7202 5930 and visit ibmmarketingcloud.com.



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