

IBM Silverpop 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® Silverpop® 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. Our 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.

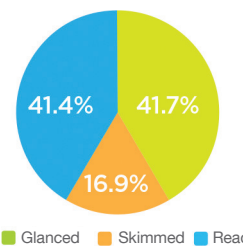
Analytics

- 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® Silverpop® Engage 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 Silverpop customer and would like to add the Email Insights to your account, please contact your relationship manager.

Your customers are mobile. Are you?

About Silverpop, an IBM Company

Silverpop, an IBM Company, is a cloud-based digital marketing provider that offers email marketing and lead management solutions. Silverpop Engage uses customer data and individual behaviors, collected from a variety of sources, to inform and drive personalized interactions in real time. By providing deep, behavior-based customer insights and an intuitive engagement engine, Silverpop reduces the complexity of omni-channel marketing and enables exceptional experiences for customers across the entire buyer journey. As part of IBM's integrated Marketing portfolio, Silverpop will help convert prospects into loyal customers through more relevant one-to-one interactions. Silverpop is trusted by more than 5,000 brands around the globe. For more information visit silverpop.com.

For more information

To learn more about IBM Silverpop, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: ibm.com/software/marketing-solutions



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