



Datadial Email Marketing – Feature Sheet and Pricing

Our enterprise email marketing solution allows marketers to get started with a complete email, mobile and social marketing, and it enables marketers to automate and scale their email and cross-channel marketing campaigns.

Feature

List Management and Segmentation	
Unlimited lists	✓
Automatic email address de-duplication	✓
Interactive segment builder	✓
Segmentation by demographic and behavioral information	✓
Automated list hygiene	✓
Contact re-engagement tools	✓
Subscription web forms	✓
Manage preferences pages	✓
Global unsubscribe	✓
“Forward to a friend” links	✓
Per message suppression lists	✓
Per contact suppression lists	✓
Message and Content Creation	
WYSIWYG, HTML and text-based message creation	✓
Import message from a web page	✓
Template editor	✓
CAN-SPAM compliant footers	✓
Crop, flip, resize and rotate images	✓
Integrated re-mailing	✓
Dynamic content	✓
Inbox previews*	✓
A/B split testing	✓
Social Sharing	✓
Social Posting (Facebook and Twitter)	✓
SMS messaging**	✓
Sending and Deliverability	
Message scheduling and throttling controls	✓
Send time optimization	✓
Bounced contacts automatically unsubscribed	✓
Adheres to Sender Policy Framework (SPF), DomainKeys	
Identified Mail (DKIM) and Sender ID authentication	✓
Configurable bounce management	✓
Daily, weekly or monthly message frequency caps	✓
Private branding of from address, domain in mail headers and links in the message (private domains)	
Dedicated IP***	✓
Suppression of ‘powered by’ logo	✓

Reporting	
Customizable real-time dashboards	✓
Detailed contact reporting	✓
Detailed message reporting	✓
Detailed deliverability reporting	✓
Downloadable report data into Excel	✓
Conversion tracking	✓
API and Integration	
Integrations with web analytics, e-commerce and CRM platforms	✓
API access	✓
Automation	
Drag-and-drop canvas for creating email and cross-channel campaign workflows	✓
- Welcome series	✓
- SMS signup	✓
- Re-engagement	✓
- Post-purchase upsell	✓
- Rewards program	✓
Library of common pre-built commerce-driven campaigns	✓
For all accounts	5 users, 100MB hosting 100 fields 1 million contacts
* Inbox previews are available for an additional fee.	
** SMS messaging is available for an additional fee.	
*** One Dedicated IP included when annual send commitment is greater than 10mm/year.	

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