empaction

TRANSACTION MAIL

effective – professional – proactive

Use transactional emails such as bills, order confirmations, etc. to strengthen your relationship with your customer – and to generate additional revenue.

What do transactional emails have to offer and what are they allowed to do?

- Transactional emails respond to an **action** made by a customer – for example to **confirm** a **subscription**, an **order** or a **delivery**.
- Because these emails are legally necessary, they are also read closely, which makes them an excellent **marketing instrument** as long as certain regulations are followed (pursuant to Section 7 para. 3 of the Act Against Unfair Competition (UWG)):
  - The customer must have recently ordered an item or service and have entered their email address.
  - The customer was notified that they can object at **any time** to being **sent emails** that contain advertising.
  - In a transactional email, **products** can only be **advertised** that are similar to the **ordered product**; for example a docking station when a laptop was ordered.
- If these regulations are followed, transactional emails can be a powerful tool for generating **follow-up business** and for **strengthening your relationship with your customers**.

What does the empaction transactional email module have to offer?

- One or more transactional emails are personalized and automatically sent out using our email tool – including the appropriate offers that have been tailored to suit the customer's interests.
- Additional coupon codes or discount offers can be integrated into transactional emails – which increases the likelihood that a purchase will be made.
- Our solutions can be implemented within just days and are both simple and intuitive to use – with no need for a background in programming.
- Using our comprehensive reporting data, we are able to analyze which product combinations are most successful.

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