

Cention OutBound

Cention Outbound is an e-mail marketing tool enabling proactive communication with your client. It is easy to set up, allows you to boost your e-mail marketing, and provides a controlled, sophisticated system to handle your e-mail.

Cention Outbound provides an easy way to design and build your own e-mail templates. The standard templates bring an impressive professionalism to your e-mails and make adding images a snap. Alternatively, you can simply upload your own HTML package from any HTML editor, along with images in a ZIP package. You can view thumbnails or full-size previews of all the images in your library, organise them into folders and resize them as necessary, then include them in one or more e-mails or templates.

Our new WYSIWYG editor has enhanced functionality and can be accessed from the template designer and content builder interface and the mail creation screens. You can create sections of mail that you want to re-use – templates - and then personalise the e-mail for different segments of clientele by choosing which segments each client should see and what templates should be used within a mail-out.

The system builds the e-mail and handles how it should be personalised for each client. Integration with other software from *Cention Contact Centre* makes it easy for *Outbound* to automatically filter outgoing e-mail for very specifically designated client groups using numerous criteria; for example, to clients who have asked for “a trip to Thailand in April, but who do not want to fly with a certain airline”, or are communicating from a .se e-mail address.

Any names to which the sending fails for whatever reason can be compiled and either exported to another system or automatically resent by *Outbound*. If you select the “no duplicates” option, the system makes sure that no duplicate e-mails are sent out, even if duplicates exist within your lists.



Cention Outbound can handle e-mail in bulk. The default option sends over 1000 e-mails per minute using any standard SMTP server. Mail-outs can be scheduled to go overnight, arriving ready for the clients to read when they get to the office the following morning.

Full time scheduling support is available with *Cention Outbound*.

You are in total control. *Outbound* lets you track the status of a mailout in real time via the system report section.

Some key benefits of Cention Outbound are -

- A built-in database supporting an unlimited number of lists.
- Automatic bounce and unsubscribe handling.
- Divides your traffic over as many SMTP servers as you like - clever logic splits addresses from the same domain names over as many servers as possible.
- Built-in, professionally-designed e-mail newsletter templates.
- Easy e-mail message personalisation.
- On-screen HTML editor lets you build and preview your HTML e-mail messages with no hassle.
- Save, view and reuse an unlimited number of e-mail campaigns.

Contact: