

"we are emailing"



Your email campaign delivered!

99 % deliverability
and 0 % SPAM
guaranteed



Integration made easy

High rate of integration
with your current
system



Easy Drag & Drop

Easy and intuitive email
creation, which client
can't ignore



Campaign intelligence

Pre-sale and post-sale data
for better targeting and future
planning of campaigns



Targeted

Segmentation, personalization,
automation. The most effective
email techniques in one tool

Over 1 300 000 000+ emails delivered each month

Clients



CEZ GROUP



CZECHINVEST



Ministry of Foreign Affairs
of the Czech Republic



Accredited



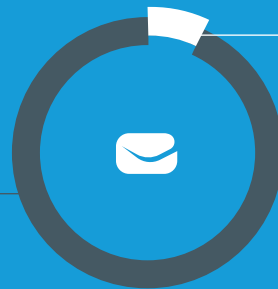
Microsoft



litmus



Use Case

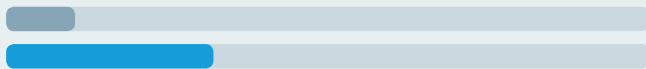


Average sending time
Now **5 min 33 s**

Average sending time
Before **33 h 42 min**

Open rate

12,71 %



35,63 %

Average Open Rate
with Clever Monitor
increased by

+280 %

Click rate (CTR)

2,64 %



9,55 %

Newsletter Click Rate
increased
by

+361 %

Customer engagement

6,38 b



84,33 b

Customer engagement increased
from 6.38 points to 84.33 points
(total of 100 points maximum)

+1 321 %

How has the **BMW** achieved **better performance?**

The BMW brand is one of the largest producers of the premium cars in the world; therefore their communications has to appeal to the highest of standards. The Bavarian brand has achieved results stated above in collaboration with Clever Monitor, thanks to the **Advanced Database Segmentation**, which was divided according to continents, country, dealers and catchment area. BMW customer obtained offers within the area they operate in, based on the exact demographic location.

To ensure the offer is even more specific, BMW adjusts visual email communication for tone, but also based on gender distribution. Women are more emotionally based, while men prefer exact figures. This division **contributed to an increase in customer attraction into the tens of percent.**

To maintain a long-term communication with the customer, it is necessary that the content of the email corresponds with customer expectations. Therefore, current BMW customers were divided into detailed segments on the basis of criteria - model series and vehicle category. Even more personal communication was achieved through personalization when BMW addresses its customers by their first name in the email subject, and at the same time in the email body while, of course, not forgetting on the proper inflection.

Email distribution, prediction, personalization, advanced segmentation, and mainly script automation, based on the workflow scenarios, allows the best in their field to communicate with clients and customers, at the highest level possible. Emailing is not obtrusive, it is created to be enjoyable.



Join the BMW and have a successful emailing