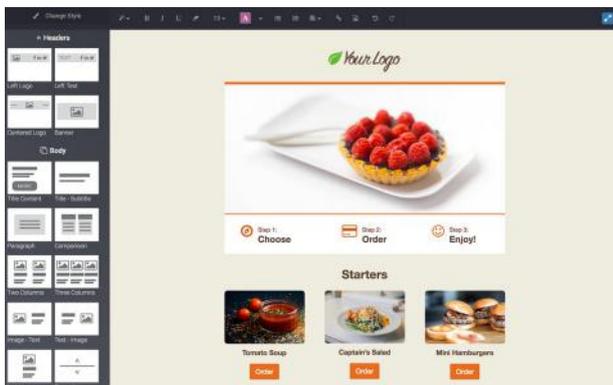




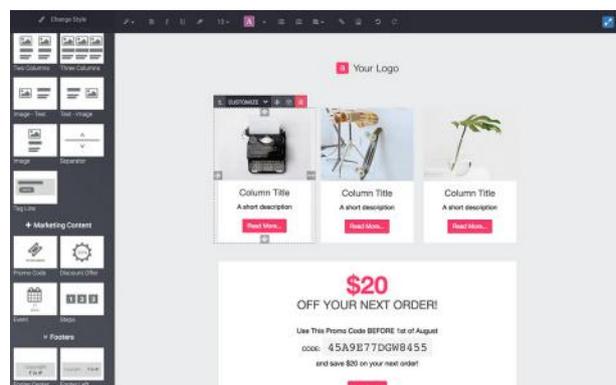
Build awesome campaigns

Start from scratch or pick one of our themes.

Craft successful email campaigns that resonate with your prospects without any **IT knowledge**.
Get total control over your email content and layout thanks to an intuitive and easy-to-use software.



You don't feel like designing newsletters on your own? No problem! Just select one of our many templates, readjust the layout, add your message and images, and you're ready to send your new campaign!



Just choose your building blocks and drop them exactly where you want them to appear on your email. Enrich your content with titles, calls-to-action, social media buttons, or footers in just one click.

Odoo Email Marketing Features

Great emails with no pain

Drag & drop editor

Use our pre-made building blocks to structure your email. Insert headers and footers, calls-to-action, images, links, snippets and many more in just a few clicks.

WYSIWYG

Add your text and graphics in real time directly within the editable content of your building blocks and get a live preview of what your email will look like.

Action Button

Actions - like approvals - are immediately available in the email notifications.

Themes

Pick one of our 9 awesome themes and change the layout of your email according to your taste without losing time starting from scratch.

Templates

Save your emails as template and reuse them for your future campaigns.

Manage your campaigns

Import contacts

Easily import your contacts to Odoo from any CSV document

Create custom mailing lists

Segment your subscribers database by assigning them to one or several mailing lists. You can also select your customers, leads or opportunities from Odoo CRM as the recipients of your campaigns.

Reply to

Specify an email to which the recipient can reply by clicking on the "Reply to" button from his inbox.

Schedule

Select a time and date to schedule your campaign to be sent later.

Sample testing

Send a sample of your mailing to selected email addresses to get a preview before actually launching it to your whole mailing list.

Opt out

Automatically remove from your mailing list the contacts who opted out

A/B testing

Send your email to a fraction of your email list.

Improve delivery rate

Fully responsive

Display optimally your email on whatever screen : desktop, laptop, tablet or mobile.

Undelivered emails

Track last 24 hours undelivered emails, and get notified why they failed.

Mail server

Setup several email servers with their own IP/domain to optimize open rates.

Get insights

Archive your campaigns

Keep track of all emails sent and stock them in Odoo's database

KPI's

Get real time statistics on emails performance: delivery rate, open rate, click rate, bounce rate.

Tracking links

Add a tracking code to the links within your email campaigns and get a complete view of the performances for each campaign on a dedicated dashboard.

Undelivered emails

Track last 24 hours undelivered emails, and get notified why they failed

Measure your revenues

Follow your opportunities through Odoo CRM and analyze the conversion rate, the expected revenue and the generated revenue of each of your campaigns. Use filters for more in-depth analysis.