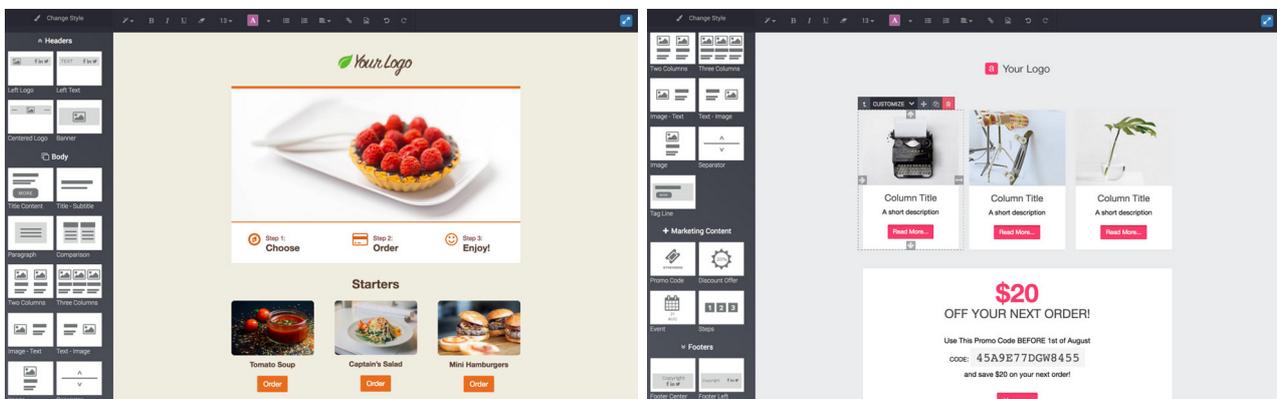


## Design engaging email campaigns in minutes

Get total control over your email content and layout thanks to an **intuitive and easy-to-use drag & drop interface**. Use predefined building blocks to generate clean paragraphs, calls-to-action or images without touching a single line of code.



## An efficient **lead management** system

Enable an integrated approach to generating, nurturing and converting leads into customers.



### Lead Generation

Generate leads through your Odoo Website, Odoo Email Marketing and Odoo Events.



### Lead Qualification

Within Odoo CRM, score your leads based on demographic & behavioral criteria and assign the hot ones to your sales teams.



### Lead Nurturing

Segment your low quality leads according to their goals & interests and feed them through relevant lead nurturing campaigns.

# Odoo Marketing Automation Features

## Campaign management

### Easy Segmentation

Segment your database easily with a clean widget using a combination of demographic and behavioral attributes. Your contacts will be enrolled to the campaign as soon as they meet the criteria.

### Advanced Statistics

See how your campaign is performing with KPIs such as open rate, bounce rate, clicks and deliverability.

### Test Mode

Before activating your campaign, run your workflow on a test contact to view the sequence of events in action.

### Advanced workflows

Create and customize workflows with a visual interface to better envision your customer journey. Get your contacts following one path or another based on an action in your workflow (email opened / clicked / replied).

### Visitors Tracking

Manage UTMs to track visitors from a visit to the website, to the sale order or invoices.

## Triggers

### Time based Conditions

Set delays between your workflow actions.

### Emails Interactions

Use pre-made building blocks to create your emails. Start from scratch or use our 10 themes.

### Expression Builder

Domain widget: perform filters on any field, recursively across links.

## Automation

### Mailing

Automate your workflow by sending specific emails at a specific time.

### Python Code

Create custom server actions by executing Python code.

### Data Update

Automate contextual action such as updating a record.