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Personalised communication to millions

Who are we?

Lars Kejser
Chief Client Officer

Rasmus Houlind
Chief Experience Officer

Bo Sannung
Chief Commercial Officer

Amal Merabti
Director of Customer Success

Allan Sørensen
VP of Service Operations

Rasmus Esbensen
Senior Product Manager

Siw Raagaard Svendsen
Product Owner

Anna von Arenstorff
Customer Success Manager

William Petersen
Product Specialist

Mikkel Roar
Solution Specialist

Janina Najmark-Hvidt
Customer Success Manager

Claus Bruun
Senior Customer Success Manager

Caroline Ertbøll
Product Manager

Sari Kimura
Customer Success Manager

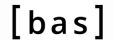agillic

Agillic Ecosystem of Partners

Solid Ecosystem of Partners

TECHNICAL PARTNERS

- Microsoft Dynamics 365
- clerk.io
- Sleeknote POWERED BY DRIP
- MOVABLE INK
- Zendesk
- litmus
- WakeupData
- adform
- Google Ads
- TEALIUM
- zapier
- playable
- Spryker
- exerp
- Facebook Ads Manager
- Google Analytics 360 Suite
- Looker
- raptor.

SOLUTION PARTNERS

- WEB2MEDIA
- Combine
- R
- advice/
- nexus ambition
- PENTIA
- illumi
- valtech_ eCapacity
- .immeo
- viu
- Brighten Digital
- agilea DIE AGILE FITNESSSTUDIO SOFTWARE
- s360
- Cloudbridge
- Novicell
- [bas]
- OMI
- Ebizzconsult bringing customers closer
- miltton
- ADEPTUS
- OMNICAR
- Cognito
- IMPACT EXTEND
- data style
- webit!
- DWARF
- OFF ROAD
- SAGE MARKETING

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Best Of Breed Platform Ecosystem Partners

Engagement Software
Playable
(AKFA LeadFamly)

Customer Service Platforms
Zendesk

Feed & Content Management
WakeupData
Movable Ink

CRM/Membership Management
Exerp
Agilea

POS
Sitoo

CDP / Product recommendations
Tealium
Raptor

Marketing automation
Agillic

Commerce platforms
Spryker

CMS/DAM

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Agenda

o The problem with 'non-marketing emails

o Why not just send as Marketing Emails in Agillic?

o The opportunity

o Agillic's Transactional Email channel

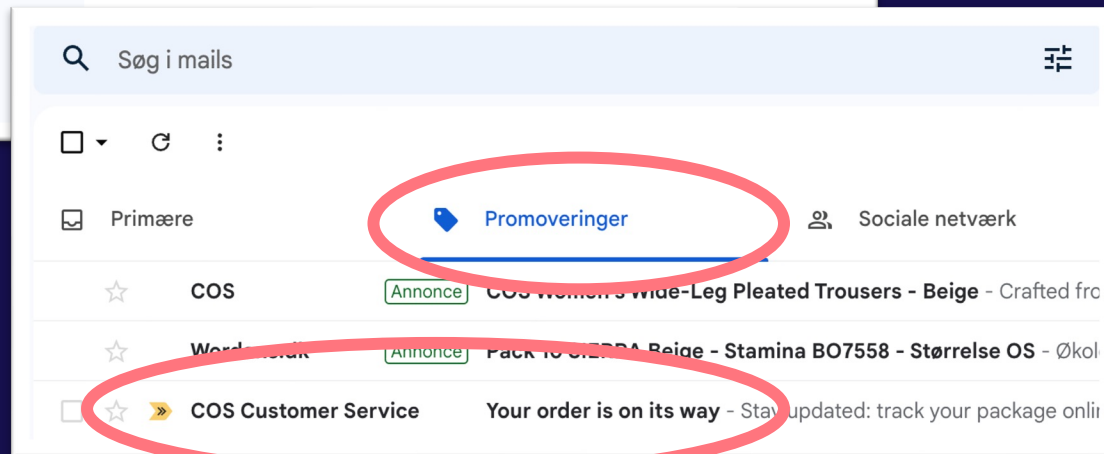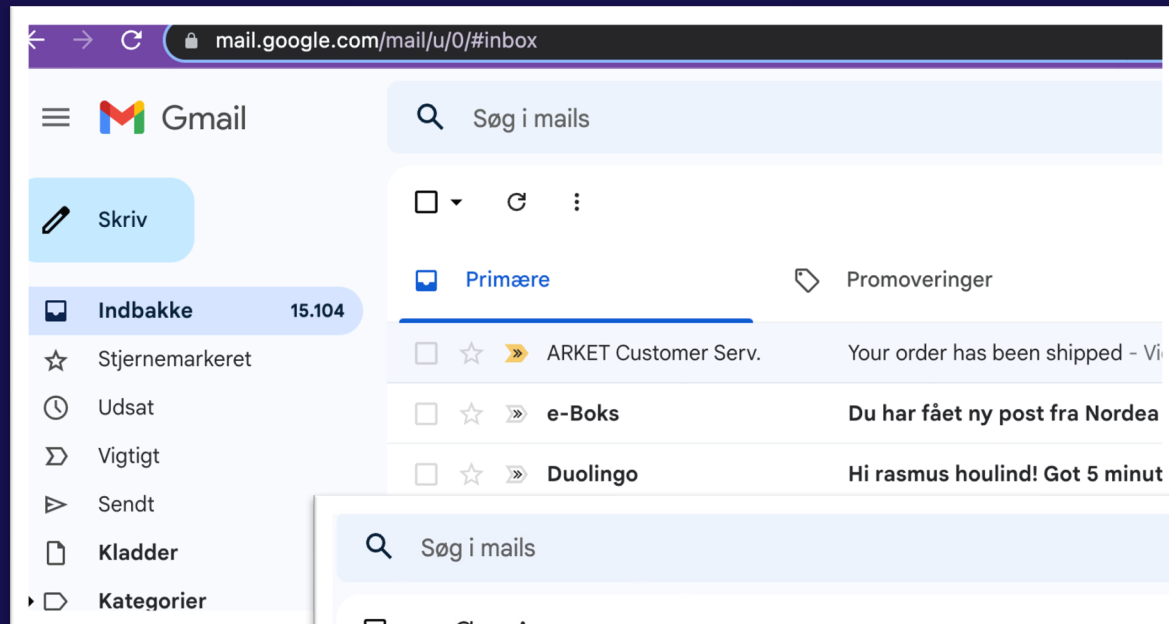o How to set it up?

o Your first 3 use cases

The problems with 'non-marketing emails'

o Often look like sh*t
o No UI for updating them
o Only developers can access
o Hard to make changes
o No tracking
o No 'overview'

o But customers really want them and almost always open them!

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Why not just send 'non-marketing emails' through Agillic?

Unique
Active
Recipients

What if Agillic could send out 'non marketing emails'...

o ...right into the primary inbox
o with consistent branding
o with unified tracking & reporting
o with the inclusion of commercial secondary
   messages for customer with marketing consent?

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Agillic's
Transactional Email Channel

Much more than order confirmations!

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Definition

Comparing Marketing and Transactional emails

	KEY FEATURES	PERMISSION	USE CASES
Marketing Emails	• Fully compliant handling of unsubscribes and complaints	• Requires easy revocable Opt-in	• Newsletters • Product updates
Transactional Emails	• Dedicated servers • Strict Abuse monitoring	• Sendout as reaction to customer action	• Confirmations • Password reset

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How it works

o Separate domains for marketing and transactional email sending

o Dedicated IPs ensure domain reputation and ultra-high deliverability rates

o Trigger the emails using special API calls carrying the data for instant delivery

o With Strict Terms & Condition, Agillic monitors and registers any abuse of the channel to benefit all clients

Order Management

- o Order confirmation
- o Shipping info
- o POS receipts
- o Return label instructions

Access & Security

- o Account activation
- o Two-factor authentication
- o Password resets
- o Pin numbers for payments or logins
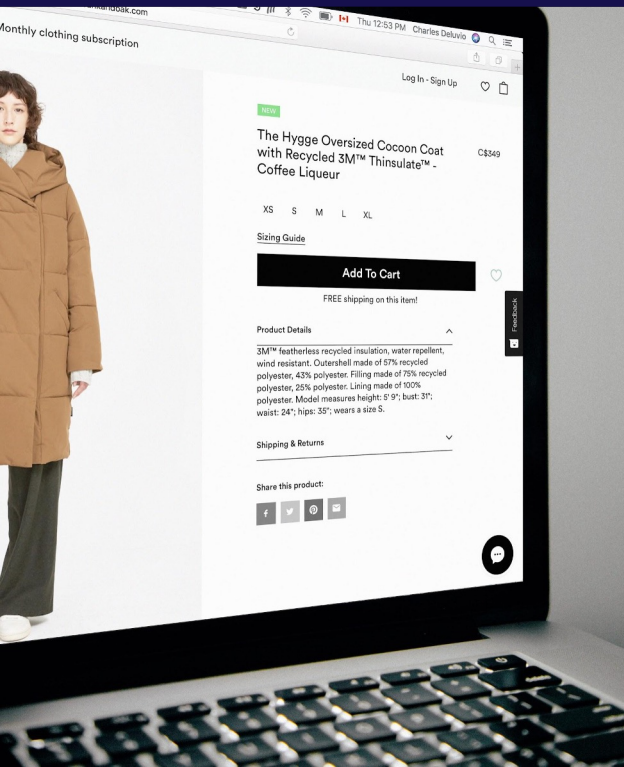
Legal Notices

- o Significant changes to terms and policies
- o Security Alerts
- o Attachments

Event Management

- o Registration confirmation
- o Event updates & reminders
- o Post event information

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Definition

In doubt when to use what? Think about it like this..

If the primary message in the email is to inform about non-sales related topics - or you will potentially violate current legislation if they **do not** receive the email – then it can be sent as a transactional email..

Marketing emails

- o   Newsletters
- o   Product updates
- o   Upsell promotions
- o   Abandoned basket
- o   NPS requests

Transactional emails

- o   Order confirmations
- o   Shipping updates
- o   Sign up confirmation
- o   Password reset
- o   Pin codes

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Disclaimer:
Sender reputation

It is essential to use transactional emails carefully.

Emails that are sent as transactional may generate abuse complaints from recipients. The client is responsible for ensuring that your email campaigns do not generate a number of abuse complaints in excess of industry norms.

Agillic will determine whether the level of abuse complaints is within industry norms. We will immediately make contact to investigate the case and potentially require changes to processes or content to mitigate the abuse level.

Agillic may immediately disable the access to the channel without a refund if we believe that email and permission practices have been violated.

Business benefits

o Higher open rate & potentially increased conversion by promoting related products

o Reuse personalisation across channels

o Branding alignment across email disciplines

o Unified reporting

o Does not count as UAR (Unique Active Recipients)

Want to start?

Which emails could you already be sending out through the Agillic transactional email channel?

```html
<html xmlns="http://www.w3.org/1999/xhtml" xmlns:v="urn:schemas-microsoft-com:vml" xmlns:o="urn:schemas-microsoft-com:office:office">

<head>
  <title>
  </title>
  <!--[if !mso]><!-->
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <!--<![endif]-->
  <meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1">
  <meta name="agavailability" content="email">
  <style type="text/css">
    #outlook a {
      padding: 0;
    }

    body {
      margin: 0;
      padding: 0;
      -webkit-text-size-adjust: 100%;
      -ms-text-size-adjust: 100%;
    }

    table,
    td {
      border-collapse: collapse;
      mso-table-lspace: 0pt;
      mso-table-rspace: 0pt;
    }

    img {
      border: 0;
      height: auto;
      line-height: 100%;
      outline: none;
      text-decoration: none;
      -ms-interpolation-mode: bicubic;
    }

    p {
      display: block;
      margin: 13px 0;
    }

  </style>
  <!--[if mso]>
    <noscript>
    <xml>
    <o:OfficeDocumentSettings>
      <o:AllowPNG/>
```

Setting Transactional email up...
Recipe style

1. Create a Transactional Email domain

2. Verify the domain in Agillic settings

3. Mark the domain as transactional

4. Enable Domain based unsubscribe in Agillic settings to separate unsubscribe per domain

5. Configure the Transactionals emails as you do your marketing emails using your current template or make a new one for that purpose

6. Use current Agillic Data structure to generate the email or start using Contextual Triggering for even more speedy sendouts

7. Create flows for external triggering

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Order confirmations require Contextual Triggering

When you don't have time to wait for data to be imported before sendout, use the Agillic Contextual Triggering Service.

o   Define a context with the necessary data structures (json schema)
o   Import the context to Agillic
o   Configure emails with Contextual Data replacement fields
o   Code a call using the Contextual version of the Event API with the context as payload
o   Trigger the flow
o   The email is triggered in the context, data will not be saved, only stored for web copy and communication History

Important: Personal data must always be stored in either Person Data fields or One-to-many tables! No matter how temporary it is!

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Attachments + UAR disclaimer for Print

Naturally you can add attachments to a transactional email.

Attachments in transactional emails can be static - like brochures, but are in most cases specific to the transaction made.

As such the attachment is produced by your eCommerce system or similar just before the email is sent. Agillic allows you to attach such an externally hosted resource by entering the URL to that resource. By adding merge fields as part of the URL, such as the Customer ID or transaction ID, Agillic can fetch and add the specific attachment to the email before sending it.

You can also attach an Agillic Print file, configured in the Print channel. The Print channel allows you to take advantage of all recipient data available in Agillic.