

contactsend connect for Magento

Effectively manage communications with your online customers and subscribers, by combining the discernible strengths of Contactsend with the familiarity of the Magento eCommerce platform.

Contactsend Connect for Magento...bringing together only the best of two worlds.



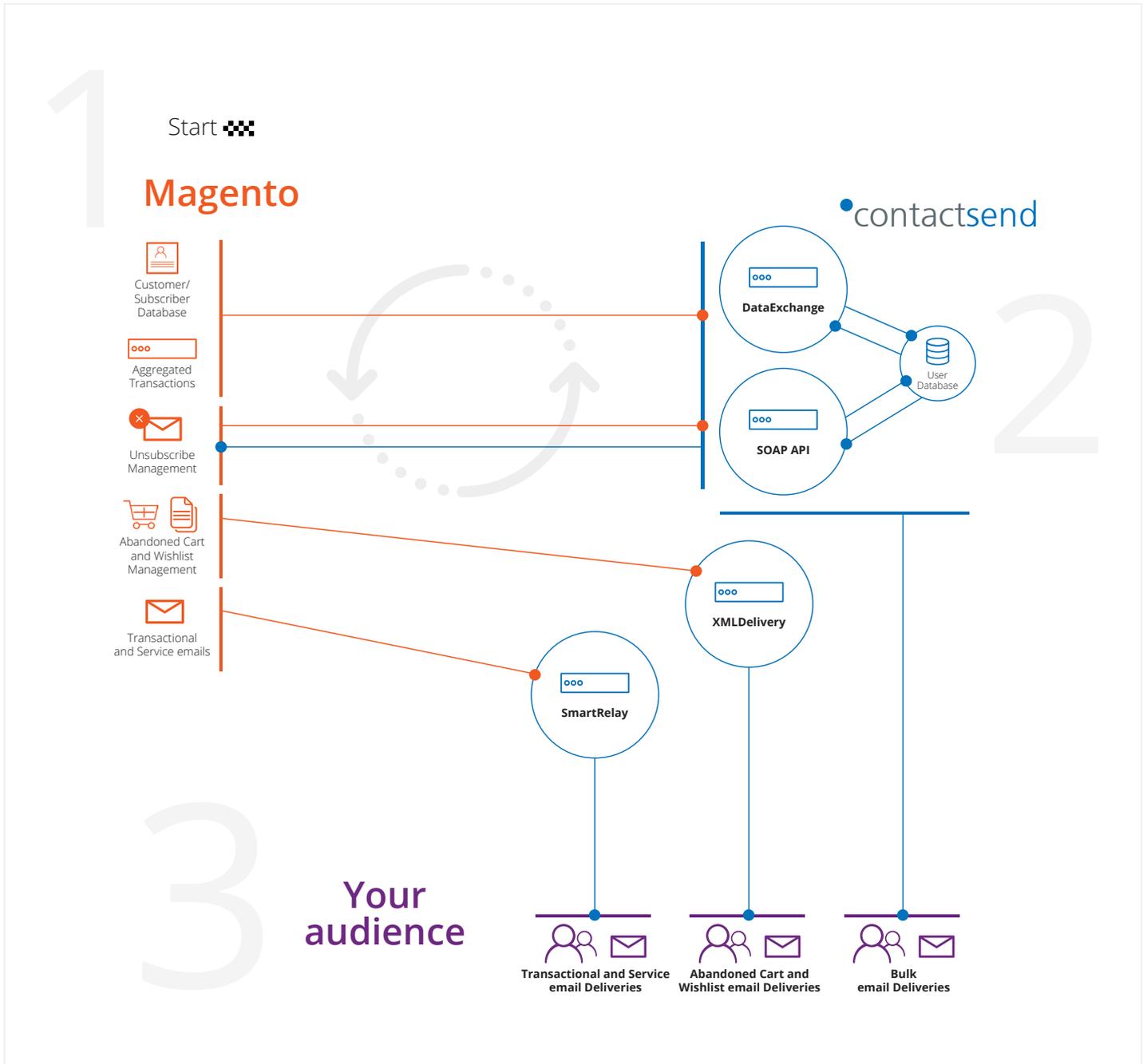
Contactsend Connect for Magento

Contactsend Connect for Magento:

- Enables you to integrate the flexibility of Contactsend digital messaging with the Magento eCommerce solution through a transparent plug-in
- Delivers and manages transactional, abandoned cart and wishlist reminder emails, as well as bulk and recurring email campaigns, according to your requirements
- Simplifies day-to-day management with intuitive dialogs that supplement the familiar Magento user interface
- Effectively takes care of all of your customer and store newsletter subscriber communications needs
 - Easily manage relationships and, for example, the subscribe and unsubscribe processes
 - Manage Do Not Disturb (DND) policies and how they are applied to recurrent emails
- Facilitates abandoned cart and the wishlist template configuration directly within Magento
- Allows you to configure user database synchronization between Magento and Contactsend in line with your needs
 - Enables eCommerce transactions for individual customers to be aggregated and exported
 - The correlated data can then be used, for example, to accurately target promotional activities
- Provides access to Contactsend from the Magento front end using a very capable API



How does Contactsend Connect for Magento work?



Contactsend Connect for Magento conceptual architecture



Contactsend Connect for Magento seamlessly integrates with the Magento eCommerce platform, to provide you with a powerful range of communications enhancements to the traditional Magento environment. And because day-to-day operation takes place using additional dialogs and extensions to the Magento graphical interface itself, the strengths of Contactsend, XMLDelivery and SmartRelay are just a few mouse clicks away.

Getting started

Initial configuration and setup are realized through a series of simple steps – generally carried out using the intuitive dialogs that are automatically added to the Magento user interface during installation.

Data management and user base synchronization

Data exports and synchronization are at the heart of the Magento and Contactsend integration. The data that can be exchanged between Magento and Contactsend includes:

- Customer and subscriber data
- Shipping and/or billing addresses
- The store or website where customers or subscribers registered
- Aggregated eCommerce transactions

You can also choose to export up to seven additional customized data fields, which are configurable as required in the Contactsend database. It almost goes without saying that importing subscriber data into Magento from Contactsend is also readily available.

Synchronizing your Magento customer and subscriber data with a Contactsend user database is straightforward and highly configurable. You can choose, for example:

- Whether synchronization is carried out manually or automatically
- How often data is synchronized, up to multiple times each day
- If updates are incremental or full

Contactsend Connect for Magento also ensures that you can simply manage and synchronize unsubscribe requests between Magento and Contactsend in both directions – helping you as a result, to comply with email best practices and protect your reputation.

Aggregated eCommerce transactions

Aggregated transaction data enables you, for example, to readily create filters in Contactsend, which can then be used to identify audience segments for precisely targeted marketing activities and similar. You can simply and accurately filter the available records according to diverse criteria, such as:

- The number and value of items in the last order
- The number of orders over a particular value in the last 30 days
- How and where orders that include a certain number of items have been made



Abandoned cart and wishlist reminder emails

You can readily use a range of parameters to configure automatic email delivery, for example:

- The number of days since:
 - The cart was abandoned
 - The wishlist was created or last modified
- A minimum and maximum value range
- The minimum or maximum number of products in the cart or wishlist

Sending different emails according to, for example, the type, number or value of products in a cart or wishlist, is also a simple matter with Contactsend Connect for Magento.

Do Not Disturb policies

Applying a DND policy to recurring emails helps to protect your relationship with contacts, by ensuring that they do not feel unduly pressurized by email activity. You can easily select the maximum number of emails that are to be sent to an individual contact within a time period which you also define, and apply different policies according to the email type.

Configuring abandoned cart and wishlist reminder email templates

Contactsend Connect for Magento enables you to set up more than one master template for each mail category. You can also prioritize the order in which templates are used if, for example, you have more than one that is applicable to abandoned carts.

Each template may be customized further, by using snippets with dynamic fields, which are then completed according to individual customer data. Snippets also allow you to define up to five product boxes, which are then included in the appropriate template to make the personalized content of an email even more flexible.

Transactional and service emails

As a very important, personal and influential part of your customer communications strategy, Contactsend Connect for Magento enables you to manage transactional and service emails as easily and effectively as possible. And because Contactsend SmartRelay is used for this type of delivery, you can also take advantage of its many features, including:

- View and link tracking
- Delivery error (bounce) management
- Event statistics and analytical reports



When should I use Contactsend Connect for Magento?

Contactsend Connect for Magento is best used when you want to realize the benefits of adding a very capable, comprehensive and professional email communications layer to your Magento environment. It is particularly effective when you want:

- A comprehensive set of Magento-integrated email tools, which are simple to install, configure and use on a daily basis
- The breadth of bulk promotional mail, automatic yet flexible control over recurring communications and the personal appeal of transactional email messages, all available using one intuitive interface
- The ability to analyze, plan and segment communications based on customer behavior data
- A customer and subscriber email environment that inherently helps you to conform with industry best practices and protect your reputation

Contactsend Connect for Magento is available from Magento Connect, the marketplace for Magento plug-ins, and through GitHub. It is also available with multi-store and multi-website support, and as Community Edition and Enterprise Edition versions.

Other Contactsend Connect for Magento documentation is available from:

<https://explore.contactlab.com/en/>