



contactsend

Depict a powerful and compelling digital messaging platform, capable of managing both multi-channel campaigns and personalized transactional communications, all in a Software as a Service (SaaS) environment...

Contactsend completes that picture perfectly...



Contactsend

Contactsend is designed from the ground up to enable you to create and manage effective multi-channel communications, whatever your needs are, and to benefit from its flexibility and strengths in day-to-day use.

The key features of Contactsend include:

- High reliability, resilience and delivery capabilities
- Marketing campaign and transactional email management
- Simple to use, manage and monitor through the intuitive web interface
- Multi-channel communications, with just a few steps needed to send emails, text messages and push notifications from a single interface
- Configurable access permissions for each user. Readily limit the fields that a user can see or edit, and apply permissions as required, across multi-country and/or multi-brand companies.
- Compliance with the highest security standards
- Applies recognized best practices and authentication standards, to ensure high message delivery rates
- Complete control of the delivery process, with the ability to test selected user segments, and carry out A/B testing, as well as to send recurring and partial deliveries
- Detailed analysis, dashboards, and reports are available in real-time, or can be scheduled for delivery direct to your inbox
- Built-in integration with leading web analytics and Facebook, for lead generation and retargeting campaigns
- Readily expandable to integrate with many eCommerce applications, CRM solutions and recommendation engines



What does Contactsend deliver?

A Solid Infrastructure

- Secure, stable, and fast technology that is continuously updated, while maintaining backward compatibility
- Hosted in a data center run by highly-qualified staff, with a further data center for disaster recovery and distributed service delivery

Advanced Management

- Optimized tools for advanced and secure data management, including the ability to synchronize with external sources automatically, or on demand
- The availability of analytical information, which can also be accessed as raw data for later transfer to your company systems
- A wide API set, to facilitate integration with leading applications, and to allow custom integrations to be readily developed
- Sophisticated authentication management, combined with automatic reporting of suspicious login attempts

Highly-qualified Professionals

- Expert advice at all stages
- Customer service available in English, French, German, Italian, and Spanish
- Live demonstrations, both at your offices and over the web
- A strong focus on privacy, security, and data protection compliance
- Continuous monitoring of deliverability rates, with expert support



Contactsend tools

Email

Advanced features for personalized communications that:

- Impact upon the recipients engagement level

- Enable the characteristics and behavior of recipients to be profiled for future use

A wide range of data analysis is also undertaken, to better understand your customer base and increase the value of available data.

Text Messages

Build and send text message communications, benefiting from short texts and the availability of immediate actions.

Push Notifications

Push notification support for iOS and Android devices, with multi-app management capability.

Integration with Facebook Custom Audiences

Facebook Custom Audiences and Instagram synchronization facilitate personalized audience management for sophisticated retargeting campaigns. Inclusive, exclusive, or Lookalike mode capabilities are also provided.

Integration with Facebook Lead Ads

A tool that allows lead generation and new user profiling in just a few easy steps. You can access the leads directly in Contactsend, and activate new calls to action in near real-time.

Integration with Web Analytics

Easy integration with the most popular web analytics systems enables the recipient's journey from message delivery, through their next actions, to the final purchase, to be closely monitored.

Contactsend components

DataExchange

A tool that enables bi-directional data synchronization between Contactsend and external databases.

PageBuilder

An editor for creating customized email content that is optimized for all the devices, in just a few steps. Requires no specific HTML knowledge.

SmartRelay

An advanced transactional message management system, which can ensure high delivery rates and also collect sophisticated send, open, and click statistics.

SOAP API

Provides access to Contactsend functionality on a machine to machine basis, enabling integration, or supporting automatic delivery processes.

XMLDelivery

Automated campaign management by transferring detailed information with XML files. Simplifies integration with business tools and systems such as CMS, ERP and similar.



Premium options

Dedicated DB server

Available for those who require extra computing capacity.

Dedicated IP address

Available for those who want complete control over their email campaign reputation.

Content Delivery Network

A value added service that allows geographic distribution of email content, enabling you to optimize message delivery waiting times, even in very distant regions.



When should I choose Contactsend?

Contactsend is a very capable and effective digital messaging platform, which enables you to manage both multi-channel campaigns and transactional communications with ease.

It is especially suitable when you are looking for:

- Reliable, efficient and safe technology that ensures both high deliverability rates, and a detailed delivery analysis
- Fast delivery management without the need for specific skills
- Multi-channel campaigns and personalized communications from a single interface
- Configurable permission-based access – with different levels available for each user – which is equally applicable in multi-company, multi-country and multi-brand environments
- Evaluation of message effectiveness through A/B testing
- The ability to create effective data-driven marketing activities

Other Contactsend documentation is available from:

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