

Consulting service

A MAILIFY EXPERT MANAGING YOUR PERFORMANCE

Is your email marketing strategy the right one?
Have you achieved your performance and ROI goals?



KPI analysis

This analysis is the beginning of the collaboration between your company and the Mailify experts. Your statistics are analyzed in detail to give us insight into your marketing processes and activities. The expert opinion is communicated to you during a call or a personal meeting. Our action plan is then built on the goals we set together.



Segmentation, frequency...

Segmentation, targeting, sending frequency, content, benchmarking... There are so many strategic touch-points to analyze and utilize.



Summary and action plan

Following the complete audit of your campaigns, industry, activities, database, and objectives, our experts define the plan of action that will drive the performance of your marketing strategy.

Audit scope:

Study & Research:

- KPI analysis
- Benchmarking
- Targeting
- Campaign strategy
- Best practices of marketing and deliverability

Meeting:

- A complete summary will be communicated to you including the set the conclusion of the audit as well as a tailor-made action plan.

An expert at your side for a winning emailing strategy