



Email Broadcast

v 3.0

There are three components to the Email Broadcast system used to send email correspondence to customer base.

AUTO RESPONDERS

- Automatically issues an email to the customer when an event is triggered in the system.
 - Can select from multiple templates
 - Can specify Send Properties
 - Send From sponsor or company
 - Reply goes to sponsor or company
 - Blind copy any email specified
 - Can specify a note to explain what the auto responder is for, shows in list
 - Can specify if Invoice is included in the email
 - Can specify if Recurring Order template is included in the email
 - Can specify if email should be sent to customer's upline, enroller or sponsor. Note that upline email requires them to be double opted in.
 - Can select events that would trigger the email and then provide conditions
 - New Order
 - New Customer
 - Order Status Change
 - Customer Status Change
 - Customer Type Change
 - Subscription Expiration
 - New Recurring Order (Autoship)
 - Recurring Order Status Change (Autoship)
 - Next Recurring Order (Autoship)
 - Credit Card Batch Charge Decline (Autoship)
 - Rank Change
 - New Vendor Payment (Commission Payout)
 - Credit Card Expire
 - Custom Event – these can be custom programmed to your specific rules once you define them in a ticket and approve the estimate.

EMAIL BROADCAST

- Used to send a general email blast to the field. Can be sent to all customers in database or a targeted audience based on selection criteria.
 - Can select from multiple templates
 - Can specify Send Properties
 - Send From sponsor or company
 - Reply goes to sponsor or company
 - NOTE: Outgoing email should always be sent from MAILER@domainname.com.
 - Can specify a note to explain what the email broadcast is for, shows in list

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- Can select Customer types, or Vendor types
 - Can select status types
 - Can select email broadcast groups
 - Can use advanced selection criteria based on payment information, order activity or customer details.

CAMPAIGNS

- Used to send a series of emails over time. Common uses include training email series, product upselling and reorder reminders.
 - Can specify templates
 - Can specify Send Properties like an email blast
 - Can specify the amount of time that passes before this email is sent out
 - Setup multiple emails about a subject, specify certain events that cause this campaign to start, as well as specify that if an action happens you can stop the campaign.