This is the age of empowered consumers who are in charge of their relationships with brands. To accommodate the evolving nature of B2C marketing, brands are recognizing the importance of consistent messaging across digital channels in order to achieve continued customer engagement and increased revenue. The always-on consumer requires an always-on brand that effectively communicates its value across all customer-preferred channels and platforms.

While consumers continuously adopt new digital channels, email remains the most widely used among them and boasts the highest revenue and most measurable ROI. Of course, not all email is created equal; successful email programs are personalized, timely, relevant, and coordinated across channels. However, brands are often challenged in delivering those types of consumer preference-driven, targeted, and integrated communications from a single platform.

Enter Yesmail Interactive.
What We Do

Hint: everything

Yesmail Interactive powers intelligent customer interactions through a combination of a state-of-the-art email marketing platform, skilled account management, and expert services teams. We redefine the market by delivering technology-led, insights-driven, and services-supported email marketing solutions that seamlessly integrate mobile, web, and social channels.
How We Stand Apart
Your business is our business

**Technology**
Advanced and intuitive technology is, undoubtedly, at the core of any successful email marketing program. Yesmail’s proprietary platform and intelligence tools allow brands to target their most valuable customers, collect in-depth preference information at the individual customer level, provide detailed reporting on campaign success and ROI, and automate cross-channel marketing efforts.

**Insights**
Marketing without measurement and a data-driven strategy is a shot in the dark. Our approach to developing insights is rooted in an in-depth understanding of our clients, their business objectives, audience composition, target customers and their unique purchase cycles.

**Client Services**
Technology and insights are the foundation of a successful email marketing program, and client services is the key to configuring and customizing them based on the unique requirements of each client and their audience.

Yesmail’s Client Services team takes the time to truly get to know a client’s business and provide the tactical guidance to reach each client’s goals.
Yesmail subscribes to the Diagnose to Deploy framework. We provide the technology and services to create and implement multichannel marketing programs from the ideation to the execution stage by ensuring proper technical, strategic, and account support every step of the way.

This approach allows us to identify areas of improvement, realize existing opportunities, discover new ones, and develop relevant communication strategies to effectively engage customers at each lifecycle stage. By leveraging each core service and functionality within Yesmail, we can help our clients power intelligent interactions with their customers.
Our Framework
From planning, to implementation, to measurement

**Diagnose** a client’s existing program by going over each program component and gaining an in-depth understanding of its objectives.

**Define** areas of improvement and the most effective and efficient ways to optimize a client’s digital program.

**Design** data-driven, visually stunning creative to reach program goals and enhance the customer experience.

**Develop** the right framework and technology to cater to each client’s unique objectives and distinct target audience.

**Deploy** a custom solution to achieve program objectives and take them to the next level.
The Yesmail team has been absolutely amazing! With them, we found much more than just an email platform. We have worked so closely with our Client Services team, I feel like they work right in our office. Yesmail has really been a true strategic partner for us. We have made vast improvements in our email program thus far, with many more great initiatives planned for the future.

– DENTALPLANS.COM

Agency Services
With extensive expertise in creating custom digital channel strategies, designing award-winning creative, and analyzing tons of data to develop data-driven insights, Yesmail’s Agency Services team provides input from the get-go. They instantly evaluate a client’s program through comprehensive data audits, strategic assessments, as well as email and web design reviews.

Account Management
Yesmail’s experienced Account Management team takes a deep dive into a client’s digital program, implements the strategies proposed by the Agency Services team, and provides tactical recommendations on ways to optimize each program component through the most appropriate tools and functionalities Yesmail offers. The combination of program management experience and marketing expertise enables Yesmail’s Account Management team to become a true partner to their clients and a natural addition to their marketing teams.
Define

Agency Services
When initial program reviews are completed, Yesmail’s Agency Services team works directly with the client to establish clear program goals, develop comprehensive subscriber profiles, define audience segments, and pin down the client’s visual identity. The team partners with the client to define a clear path to program optimization across all major components - strategy, design, execution, and measurement.

Yesmail Market Intelligence
To enhance clients’ knowledge of their industry and competition, Yesmail’s proprietary competitive intelligence tool provides a comprehensive view of digital campaigns across several different channels spanning email, Twitter, Facebook, YouTube, Instagram, display ad networks, and web. Yesmail Market Intelligence enables clients to track their key competitors, gain instant understanding of their digital channel strategies, and identify important program components such as top-performing campaign types, most popular times of the day and days of the week for campaign deployment, most engaging subject lines, and many more. This allows brands to benchmark themselves against their competition, and define program components they can improve upon to achieve higher customer engagement and outperform their competitors.

“Yes the ability to track and assess our competitors’ efforts is vital for the success of our digital campaigns. Yesmail Market Intelligence is quick, simple, and self-explanatory, and delivers on all of our competitive reporting needs.”
– MRS. FIELDS
Define (continued)

Yesmail Deliverability Intelligence
Since email deliverability is the first and, arguably, most critical step to ensuring every campaign makes it to the inbox of its intended recipient, Yesmail’s Deliverability team conducts comprehensive inboxing testing for each message to determine what part of their audience clients are able to reach with their communications. In addition, Yesmail Deliverability Intelligence allows marketers to conduct creative rendering testing across a variety of platforms and devices. This enables brands to identify improvements in design that could enhance user experience and email engagement rates.

Account Management
At this stage of the Diagnose to Deploy approach, Yesmail’s dedicated Account Management team uses its in-depth knowledge of the client’s business, the Agency Services team’s program recommendations, the findings from Yesmail Market Intelligence and Yesmail Deliverability Intelligence, and its expertise in email marketing, to identify the right platform functionalities and service offerings their clients can adopt to improve their customer experience and increase program ROI.

“We needed a true partner who could offer strategic recommendations and help us navigate through the ever-changing deliverability landscape. Yesmail’s Deliverability team has proved to be that partner by providing extensive support and achieving excellent inboxing results with each mailing.”

- DISTINCTIVE APPAREL
Design

Agency Services
Our experienced Agency Services team integrates analysis and insights, strategy, and creative services across all customer touchpoints to deliver a seamless customer experience.

With a data-driven approach to audience segmentation and profiling, our Insights team develops custom subscriber segments for better targeting and optimal conversion. With extensive knowledge of industry trends and marketing best practices, our Strategy team determines the right campaign approach, messaging, and call-to-action in order to ensure maximum engagement. With a unique perspective in enterprise email marketing, our Creative team optimizes campaigns for mobile viewership and seamlessly integrates social channels in email programs. Their informed approach to creating a distinct design for each subscriber segment earns them massive client and industry recognition.

“Before, it would take hours to put together an email campaign. Now, it takes 30 minutes at most. Thanks to Yesmail’s template system, I don’t have to start from scratch each time I want to create a new message. In addition, potential for errors is greatly reduced and Char-Broil branding is maintained across every message.”

– CHAR-BROIL
Develop

Yesmail Marketing Platform

The Yesmail Marketing Platform enables marketers to build intelligent interactions by providing personalized experiences to consumers in real-time, which ultimately leads to better program ROI and higher overall revenue. Yesmail’s platform spans email, social, and display to ensure seamless management of consumers’ multichannel experiences. It empowers brands to develop sophisticated campaigns by providing powerful segmentation and personalization tools, advanced multivariate testing, and detailed reporting for continuous insights into the most effective campaign strategies. Built-in functionalities like Send Time Optimization and Open Time Personalization ensure that brands reach consumers at the right time and with the most relevant content, thus increasing conversion rates and overall revenue with each message. Features like Engagement Analyzer enable marketers to segment their database by email activity and purchase behavior, thus ensuring high message relevancy, achieving higher program ROI, and providing an accurate view of each customer throughout their lifecycle.

“Yesmail’s flexible technology and advanced integration enables GolfNow.com to provide a seamless experience to our partners, allowing them to email real-time golf course inventory to consumers.”

- GOLFNOW
Develop (continued)

Data Hygiene Intelligence
Before sending campaigns, marketers need to ensure the integrity of their recipient lists in order to avoid serious deliverability issues and maintain a positive sending reputation. Yesmail’s Data Hygiene Intelligence helps brands develop and maintain a clean database, which is the most important factor for delivering campaigns that reach their intended recipients.

Yesmail Deliverability Intelligence
Optimal inboxing is among the most important factors in effective email marketing. Yesmail Deliverability Intelligence doesn’t just track deliverability metrics such as inboxing, bulkging, missing, and blacklisting, but also provides two additional components that enable marketers to develop truly optimized campaigns. The first is creative rendering that accurately shows how email campaigns will display on a variety of devices and platforms. The second is a true partnership with a deliverability expert who provides continuous deliverability support and domain/deployment strategy.

Social Attribution Intelligence
Social Attribution Intelligence enables marketers to harness the power of their subscribers’ social networks. With a click of a button, consumers can share an email campaign on a number of social networks, thus reaching previously unaware and unengaged audiences and amplifying the campaign’s exposure.

Trigger Intelligence
With Yesmail Trigger Intelligence, marketers are able to execute campaigns triggered by real-time events, such as sporting games or weather. Trigger Intelligence gives brands the opportunity to develop contextual interactions for their subscribers by tailoring communications based on personally relevant events and conditions.
Deploy

Yesmail Marketing Platform
The Yesmail Marketing Platform is the cornerstone of Yesmail’s marketing capabilities. It makes campaign deployment easy and intuitive via its drag-and-drop interface and advanced functionalities such as dynamically populated and personalized campaigns, enhanced data security, and ability to set up campaign triggers and automated message deployment. These superior platform features enable marketers to successfully launch multichannel campaigns using fewer resources and a centralized dashboard.

Account Management
While Yesmail’s intuitive solutions can save production time and resources for any marketing department, the technical knowledge and industry expertise of Yesmail’s dedicated Account Management team ensures an error-free campaign deployment, coupled with instant message optimization tips based on best practices and top-performing clients. The Account Management team closely tracks performance, benchmarks programs against industry averages and top competitors, and continually provides strategic guidance for clients to revolutionize their marketing initiatives.

“I have an incredible account team at Yesmail, one of the best in the business. We had a huge Black Friday and Cyber Monday, and a big part of that was Yesmail’s ability to meet our needs time and time again.”

– BACKCOUNTRY.COM
Why Yesmail?

Yesmail Interactive, Yes Lifecycle Marketing’s email marketing solutions provider, powers intelligent customer interactions. We define ourselves by a better caliber of technology, unmatched insights, and skilled services experts that help our clients get to ‘YES’ sooner with their customers. As a leading email services provider, we seamlessly integrate email, mobile, web, and social channels, enabling the world’s best known brands to use data-driven insights to create meaningful connections with their customers in real-time.

Industry Recognition

- Gold Relevancy Ring Client Satisfaction Award in Product Innovation, Account Management Servicing, Services (Creative, Strategy, Technical), Integration, Deliverability Tools & Services
- Gold Award in Email Newsletter in Online/Electronic Category (American Business Awards’ Stevie Award)
- Silver Award in Email Promotion Category (Horizon Interactive Awards)
- Silver Award in Email Newsletter Category (Horizon Interactive Awards)
- Winner in the ‘Conversion Optimization’ Category (Marketing ARC Awards)
All-in-One Approach to Marketing

Yes Lifecycle Marketing is the innovative, holistic solution to the top-of-mind challenges of today’s marketers. As part of Yes Lifecycle Marketing, Yesmail Interactive is one of three fully integrated supporting disciplines – data and database marketing, email solutions, and agency services. Delivered via a single vendor, Yes Lifecycle Marketing puts marketers at the helm of their own multichannel, integrated programs by providing the unhindered, unified framework they need to succeed.