

# Mass Mailing: The improved user interface

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## Key features

# 1. Build awesome campaigns in minutes

Pick a template or build one from scratch

- No IT-knowledge needed
- Drag & Drop building blocks
- Add links to any button on the template

The screenshot displays an email builder interface. On the left is a sidebar titled 'Add blocks' with a blue pencil icon. It contains several categories of building blocks: 'Headers' (Left Logo, Left Text, Banner), 'Body' (Title Content, Title - Subtitle, Content Table, Two Columns, Three Columns, Image - Text), and a 'MORE' button. On the right is a preview of an email template. The header text reads 'Don't miss our weekly deals'. Below it is a personalized salutation 'Dear \${object.name}'. The main body text says: 'Great stories have personality. Consider writing a story with personality for potential connection. This shows up in small quantities from someone else's point of view, not from someone else's perspective. Great stories are for everyone even when you write with a wide general audience in mind. One person will be interested. Write for one person and the rest.' This is followed by the sign-off 'Kind Regards, Michael Fletcher' and a green button labeled 'See Our Deals!'. At the bottom right, there is a purple banner with the text 'REGISTERED' and a large grey box containing '\$40'.

# 2. Send the right message to the right audience

## Segment your database

- Target groups (e.g. leads, customers, etc.)
- Select recipients by country, date, function, etc.
- Increase open and reply rates

Administrator <admin@yourcompany.example.com>

- Applicants
- Leads / Opportunities
- Customers
- Mailing List

Select mailing lists: [Select mailing lists...](#)

Imported Contacts  
Newsletter  
[Create and Edit...](#)

Sent



First Newsletter

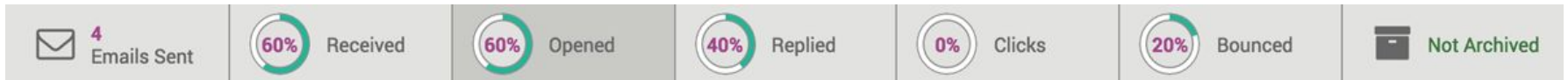
09/09/2016 17:47:41

Opened	60 %
Replied	40 %
Clicks	0 %

Delivered  3 / 29

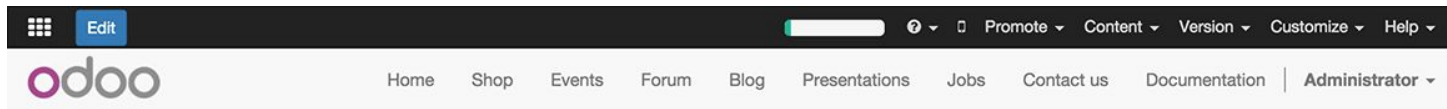
# 3. Track and improve your campaigns

## 1. Rely on stats and data



# 3. Track and improve your campaigns

## 2. Track your links



### Link Tracker

**URL**

**Campaign ⓘ**

**Medium ⓘ**

**Source ⓘ**

[Get tracked link](#)

Share this page with a **short link** that includes **analytics trackers**.

Thoses trackers can be used in Google Analytics to track clicks and visitors, or in Odoo reports to track opportunities and related revenues.

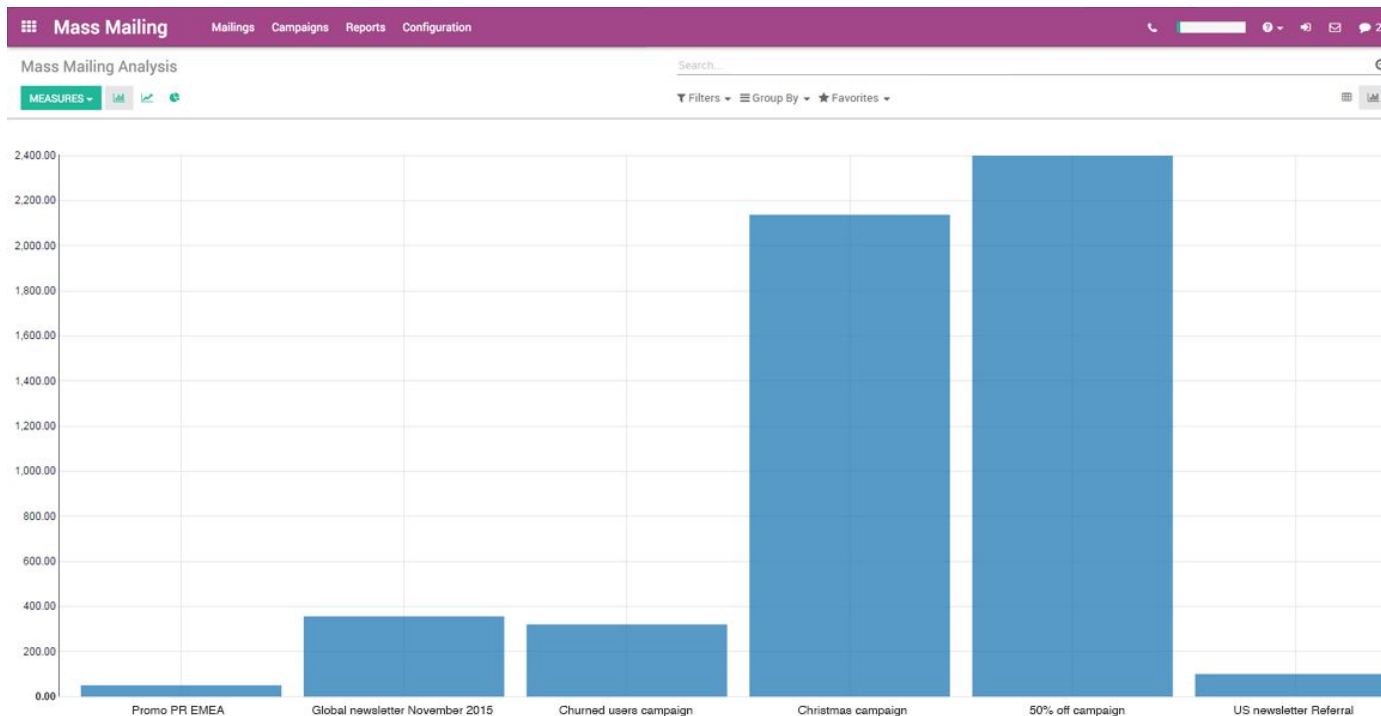
### Your tracked links

[Newest](#) | [Most Clicked](#) | [Recently Used](#)

You don't have any recent links.

# 3. Track and improve your campaigns

## 3. Calculate ROI with Odoo CRM







Demo

Thank you.



#odooexperience