Neoletter

Neoletter
Marketing Automation and Email Marketing

The Booster for
Lead Generation & Customer Communication

Neoletter allows you to target your customers and prospects in an easy and highly personalized way. You can send as many emails as you want with a single button click, create new web forms in seconds, segment contacts in your CRM based on their behavior and turn them into paying customers.

The software easily connects to your CRM system and your existing IT infrastructure. Neoletter's underlying technology from JustRelate is already in use in companies of all sizes and is used to send millions of emails to customers and leads.

- Easy sending of mailings
- Powerful, intuitive landing page and form builder
- Convenient automation of marketing communications, e.g. automatic response to inquiries

Advantages of Neoletter

Boost Sales

- Get more leads more easily
- Increase conversion rate by approaching customers in a personalized way
- Maintain customer relationships from first contact to conversion and beyond
- Conveniently automate forms and email communication
- Run effective cross-selling and upselling campaigns

Reduce Costs

- Reduce cost per lead (CPL) and increase return on investment (ROI)
- Automation minimizes marketing and back-office workload
- New campaigns can be launched in minutes
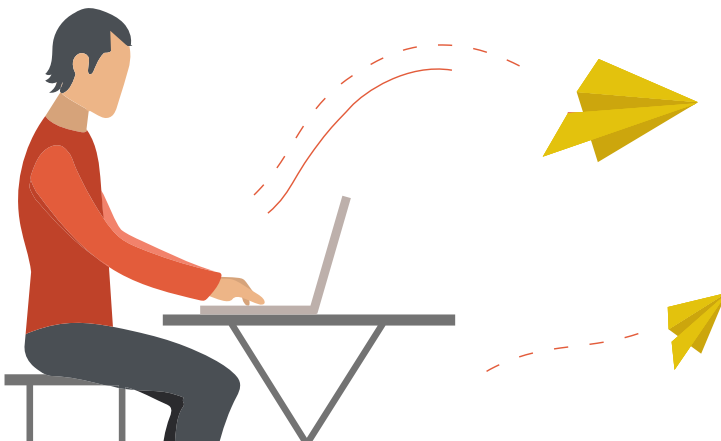- Employees can use Neoletter after only 10 minutes of training

Increase Quality

- Tailored, personalized addressing of recipients and target groups
- Attractive emails with short loading times on all devices
- Potential customers automatically receive immediate feedback
- Better understanding of customers and their needs through reporting
- Highest data quality in the CRM system due to automatic transfer of data from Neoletter
- Custom email templates that are optimally displayed by all email clients

Minimize Risks

- 100% legal certainty through compliance with all legal requirements, incl. GDPR, double opt-in and much more
- Leads can no longer get lost
- Fulfillment of the highest security standards
- Availability of more than 99.95%, even during extreme load peaks
- No wasted potential thanks to detailed success control and reporting

Advantages for Target Groups

Company

- Proven JustRelate technology that has already successfully delivered millions of emails
- GDPR-compliant, 100% legally secure
- Nonstop availability thanks to cloud technology
- Highest performance for more conversions
- Excellent delivery rates thanks to support of all relevant standards
- Quick to use, even without expert knowledge of email and marketing automation setup
- Free test phase

Marketing

- Automation and personalization of marketing activities
- Excellent user experience
- Intuitive WYSIWYG editor, including drag-and-drop functionality and customizable widgets
- Start right away after 10 minutes of training, double the efficiency of creating and sending mailings
- Detailed reporting
- Content workflows including permission and role management

IT

- Easy connection to CRM systems and other software through a powerful API
- No in-house IT infrastructure or maintenance required
- Through use of AWS, almost unlimited scalability, availability of more than 99.95%
- Highest security standards
- High delivery rates through support of SPF, DMARC, DKIM and more

What We Offer

- Customization and software development
- Integration of the software into your system environment, such as CRM and ERP systems
- Consulting, software implementation, training and operation
- 30 years of expertise in the areas of email marketing software and CRM

Top Features at a Glance

- Easy connection to CRM systems and other software such as ERP thanks to API-first architecture
- Intuitive "What You See Is What You Get" editor for emails, forms, and landing pages
- Highest possible delivery rates
- Automation of marketing communications
- GDPR-compliant and 100% legally compliant
- SaaS/cloud software: highest security standards, performance, scalability and availability
- No in-house IT infrastructure or maintenance required
- Custom email templates with responsive design
- Success optimization through tracking and reporting

The JustRelate Advantage

- More than 150 highly qualified experts
- Deep understanding of marketing, sales and service
- Pioneers of the internet and web
- 250+ active enterprise customers

- 100,000+ active users
- State-of-the-art technology
- Innovative full-service stack
- Agile project realization
- Based in the heart of Europe, used worldwide

| 250+ Customers | Used in 50+ Countries | 150+ Employees | 30+ Years of Innovation |

Contact

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