# Mailing PRO

The power of B2B email

B2B administrators have been counting on eVision's built-in email functionality to communicate with customers for many years. Whether to send service-related messages or announce new products, email broadcasting has been intuitive, quick and easy to use. Furthermore, with the ability to create accurate recipient lists based on key parameters, such as customer type, catalogue access rights and geographical location, getting the right message to the right clients has always been straightforward.
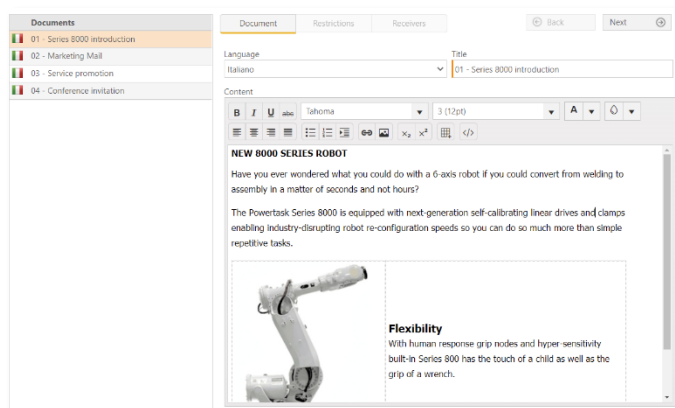
Although administrators with HTML programming skills have been able to enhance email campaigns with the addition of images and creative formatting, for the most part communications have been kept quite basic, especially when compared to today's content rich, mobile responsive emails.

Mailing Pro - The logical next step

With the introduction of **Mailing Pro** eVision can now provide B2B administrators of all levels with the ability to intuitively create visually impactful email campaigns, with no programming skills required.

Higher quality, graphically rich email campaigns are more likely to succeed as they are more readily opened. Click through rates will be higher and thanks to native HTML5 mobile users will finally enjoy email content exactly as it was intended.


A highly impactful email created with Mailing Pro

Intuitive, flexible tools to design impactful emails

Mailing Pro provides B2B administrators with an intuitive design interface. The toolbox bar on the right contains a series of content blocks that may be dragged onto the layout to define the email's structure: single column, double column, etc. Each block may then be filled with content, such as logos, headers, text, images, action buttons, links and more. Blocks and their content may be moved around, modified, formatted and removed with ease. They may also be customised to add columns, change background colours, or create additional space between them. Editing tools change contextually based on the type of content being edited.
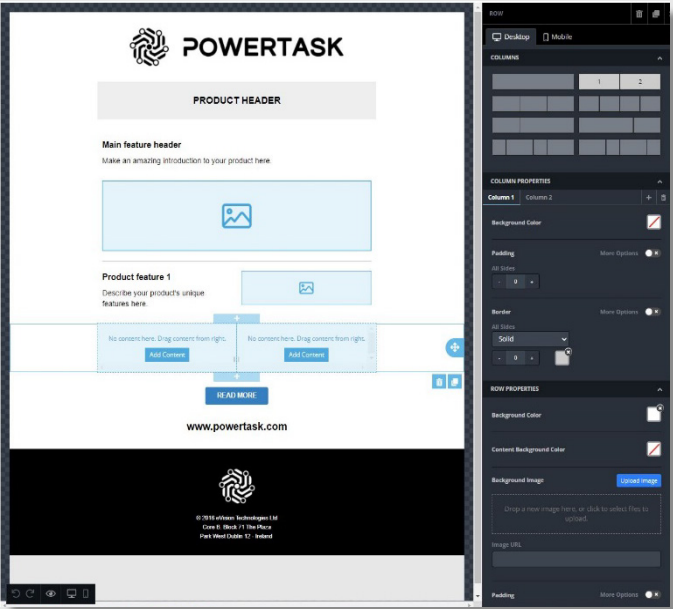
By adding blocks and by defining the type of content each block will contain, the email structure soon takes form.
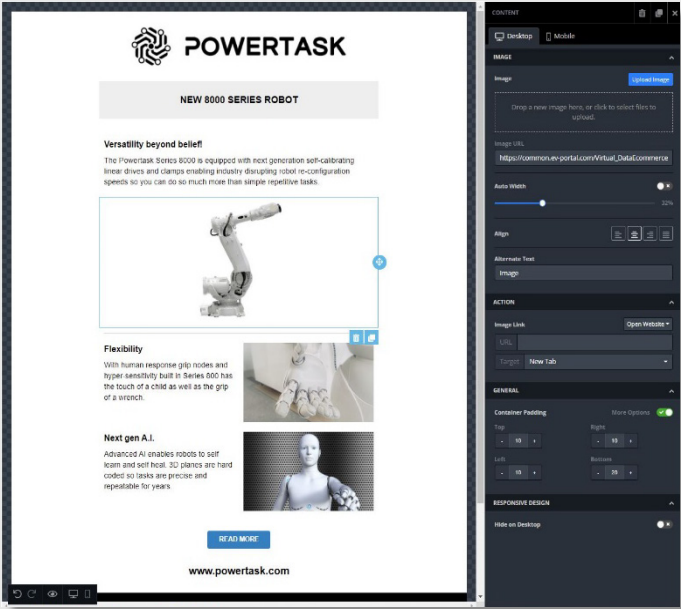
Adding and altering content could not be easier. Images may be resized and cropped directly from within the interface.

Mobile ready

Mailing Pro emails are responsive, making them perfectly suitable for both desktop and mobile devices, which is where 46% of all emails are read.

Templates

Mailing Pro may be used not only to send one-off emails, but also to create email templates which may be continually repurposed.

*💡 Top tip: Why not involve Marketing in the design process to create a series of visually appealing templates that align with corporate communication guidelines and ensure consistency across all current and future emails?*

Email templates may be designed specifically for promotions, product introductions, news bulletins, and so much more. They contain pre-defined layouts and require only the addition of content, drastically reducing the time needed to finalise a new campaign.
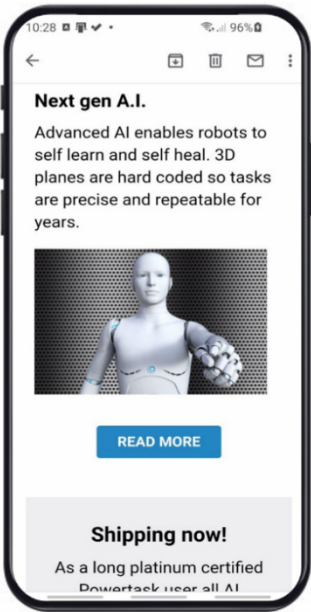
The dashboard

B2B administrators are provided with a dashboard where all templates and email campaigns are intuitively stored and accessible. They may be opened, edited, scheduled for distribution or saved for future use. Emails and templates may be deplicated and repurposed to easily create new templates and new email campaigns.
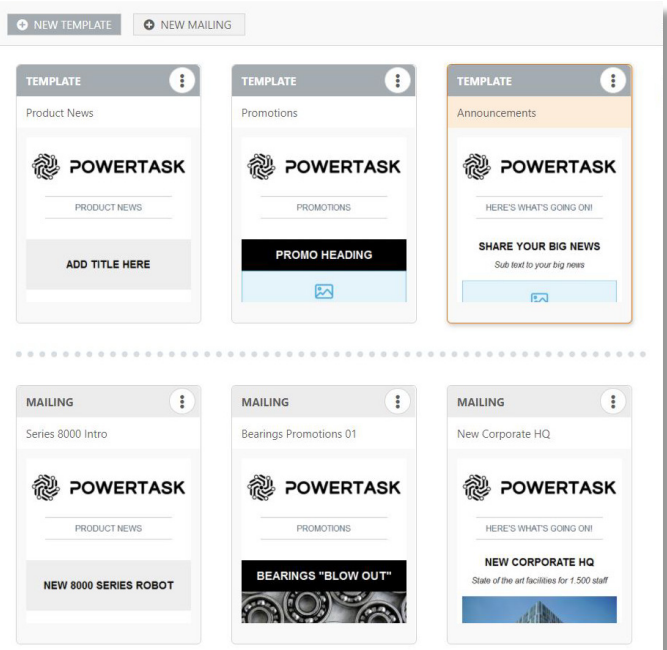
Mailing lists

Creating effective, visually stunning emails is where it all starts but it is equally important to ensure campaigns reach the right recipients. It would be counterproductive, for example, to send a brand promotion email to a dealer who is not authorised to sell that brand. Mailing Pro uses the same parameters utilised to define the way customers interact with the B2B portal to create distribution lists. Thanks to these parameters emails will always reach the intended customers, and only those customers.

MAILING LIST		
Country	**Catalogue access**	**Customer type**
☑ Italy	☑ Powertask	☑ Dealers
☐ France	☐ Supertools	☑ Service centre
☐ Germany	☐ Agroparts	☑ Distributor
☑ UK	☐ Robotland	☑ Key account

Scheduling

Most research suggests that Tuesday to Thursday are the best days of the week to send emails, with 10-11 am being the preferred time. Mailing Pro allows administrators to schedule email deliveries in accordance with their objectives and frequency of communication.
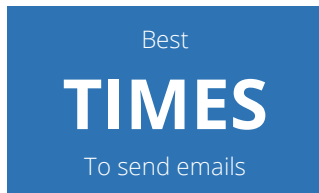
Optimal email scheduling

Best
DAYS
To send emails

Best
TIMES
To send emails
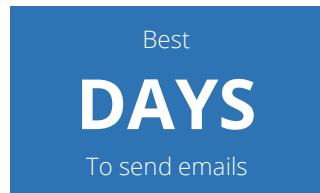
According to studies, send days should be prioritised in the order below:

Here is how to prioritize send times based on study data:

1 **Tuesday** - This is hands down the best day to send emails.

2 **Thursday** – Sending 2 emails week? choose Thursday for the second day.

3 **Wednesday** – Not the most popular day, but it often comes second.

1 **10:00** – Best time to send emails is between 10:00 and 11:00.

2 **20:00** – emails also receive a lot of opens and clicks later in the evening.

3 **14:00** – people are checking out of work mode or looking for distractions.

4 **06:00** – 50% of people begin the day by emailing in bed, before standing up!

HOW TO GET MAILING PRO ON YOUR PORTAL

Mailing pro is available to all regularly subscribed eVision OEM clients at a small extra cost. Email traffic is managed through a dedicated third-party service and a subscription plan is required.

Costs will vary based on the monthly volume of emails sent. Following an initial commitment, plans may be adjusted at any time if required.

If you wish to activate Mailing Pro on your portal and want more information on subscription plans, please click below or send an email to eVision at **marketing@evision-group.com**

GET MAILING PRO NOW

Email metrics – stronger than ever

By 2023 the number of active global email users is expected to reach 4.3 billion with approximately 300 billion emails being sent and received each day.
Despite this impressive volume, studies show that B2B emailing is still one of the most effective ways to reach customers:

- 73% of all millennials prefer communications from businesses to come via email,
- Click through rates for B2B email campaigns are around 40%; an encouraging number indeed,
- 59% of B2B marketers say email is their most effective channel in terms of revenue generation.

New opportunities with Mailing Pro

Mailing Pro takes email marketing on the eVision B2B portal to an entirely new level. Never before have **spare parts and service teams** been provided with such a valuable tool with which to reach their customers with graphically rich and highly effective email campaigns.

eVision Technologies Ltd
Core B. Block 71. The Plaza - Park West Dublin 12 – Ireland.

email   sales@evision-group.com
phone   +39 335 7205617
web   www.evision-group.com

eVISION
TECHNOLOGIES