

## Xsdot Mailing system

Online e-mailing systems are widely used by companies today for communicating information (news, events, marketing material, etc.) with their customers, prospects and employees. With Xsdot's e-mailing system content managers can easily create and manage mailing documents and post them to individual users or user-groups. By combining several eMailing services (like registration, user-group and channel services) any eMailing system can be architected on the fly corresponding the business needs.



Xsdot eMailing system seamlessly integrates with other Xsdot services like eCommerce, Content management, Community services, Financial services and CRM services. (See [Xsdot full component list](#) for more information)

### Registration systems and e-Mailing channels

Administrators can easily define several emailing registration systems for external user groups (internet) and internal user groups (intranet and extranet). If allowed, users can register themselves into emailing groups (opt-in) or can change their emailing preferences (change their data, select emailing groups and channels). Emailing channels are used to define mailing interests and categories (for example corporate news, events, support, bug fixes, etc.).

### Personalized mailings / mail merge

By using mail merge functionalities, content managers can place replacement tags into the email opening words and content for personalizing the e-mailings. Also after a mailing is posted the system keeps track of how many times a user opened a mailing.

### Statistics and tracking

When a mailing is posted, a report is created that shows how many e-mails were posted, how many e-mails were posted successfully, how many e-mails failed and how many e-mails were read. The e-Mailing system is also integrated with the Xsdot statistics system that enables to view e-mailing statistics per day, week, month and year. The statistics include for example registrations statistics (opt-ins and opt-outs), posted mailings and posted emails.



### **Automatic user group maintenance**

Mailing users and user groups are easily maintained and tracked by the content manager using various administration tools. Furthermore user-groups can be configured to automatically cleanup users that have none working e-mail addresses (after n failed) or inactive users (after n time).

### **Rich mailing content with Xsdot CMS**

Xsdot mailing documents are created by using Xsdot's content management system that includes many components to create rich mailing documents. Easily add for example texts, images, products and links to mailing documents using any layout (See [Xsdot content management](#) for more information).



### **Open design & template system**

The mailing system includes an open template system that enables the mailing documents to have any design elements (house styles, logos, navigation and interaction design). The content manager applies a design (style) to a mailing document without the need of web design knowledge.

### **Xsdot - Mailing components**

[Mailing document service](#)

[Mailing type service](#)

[Mailing registration service](#)

[Mailing user group service](#)