GETTING THE RIGHT MESSAGE TO THE RIGHT PEOPLE

Comprehensive Cloud-Based Email Marketing

Aurea Campaign Manager (ACM) delivers field-tested email marketing capabilities that let you quickly segment, target and measure the effectiveness of your email campaigns on every device.

- Segment and target by customer behavior and preference
- Increase revenue with A/B testing and optimized inbox placement
- Cloud-based for flexibility and scale

The right message

Customers today are bombarded with countless email marketing messages. With ACM, you can create rich, dynamic content based on flexible conditions so you can tailor every message to your customers' behavior, context, and preference.

The right people

With ACM, you can create a complete view of your customer – enabling granular list segmentation and targeting. Priority Send and Real-time retargeting lets you trigger email messages based on online customer behavior and get almost immediate revenue impact. ACM allows you to manage mailing lists, contacts, and segments to maximize the value of every email.

The right tool

ACM delivers a comprehensive suite of email marketing capabilities designed to help you maximize campaign ROI while providing a precisely targeted, meaningful message for every customer. With multivariate, or split testing, built into the message creation workflow ACM maximizes your email-driven revenue. Aurea's industry-leading solution provides personalized engagement anywhere customers view an email.

Activate your Unlimited benefits

Your subscription includes every Aurea product, plus onboarding to get started.

Request More Information ❯

Aurea