

**GETTING THE RIGHT MESSAGE TO THE RIGHT PEOPLE**

## On-premise email marketing capabilities

Aurea List Manager (ALM) is the engine behind thousands of successful email marketing programs. ALM powers some of the world's largest organizations which require an enterprise-level data integration and the ability to manage high-volume campaigns behind the firewall.

- On-premise deployment to meet regulatory or security requirements
- Personalize for customer behavior, context, and preference
- Granular segmentation and targeting

**THE RIGHT MESSAGE**

Aurea List Manager is one of the industry's leading on-premise email marketing applications delivering a full suite of digital marketing capabilities. Designed to help you maximize campaign ROI while providing a precisely targeted message for every customer, ALM lets you drive better conversion and more revenue with your clients.

**THE RIGHT PEOPLE**

ALM's advanced features let you create and edit personalized messages, track visitor behavior across websites and campaigns, and measure the impact of each email sent. ALM's easy integration with internal and external databases allows marketers to leverage existing data stores to better target customers and prospects to drive revenue.

**THE RIGHT TOOL**

Aurea List Manager is deployed on-premise to meet regulatory, security, and control preferences and requirements. On-premise deployment ensures that sensitive data stays behind your firewall while allowing for the individual configuration of the solution to meet your organization's unique needs.

**THE RIGHT WAY**

ALM helps ensure that your brand reputation is protected, driving better conversion for campaigns. Powerful tools correct deliverability issues, segment and send over multiple IP addresses to improve email deliverability which translates into a higher return on your investment.

## Activate your Unlimited benefits

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

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