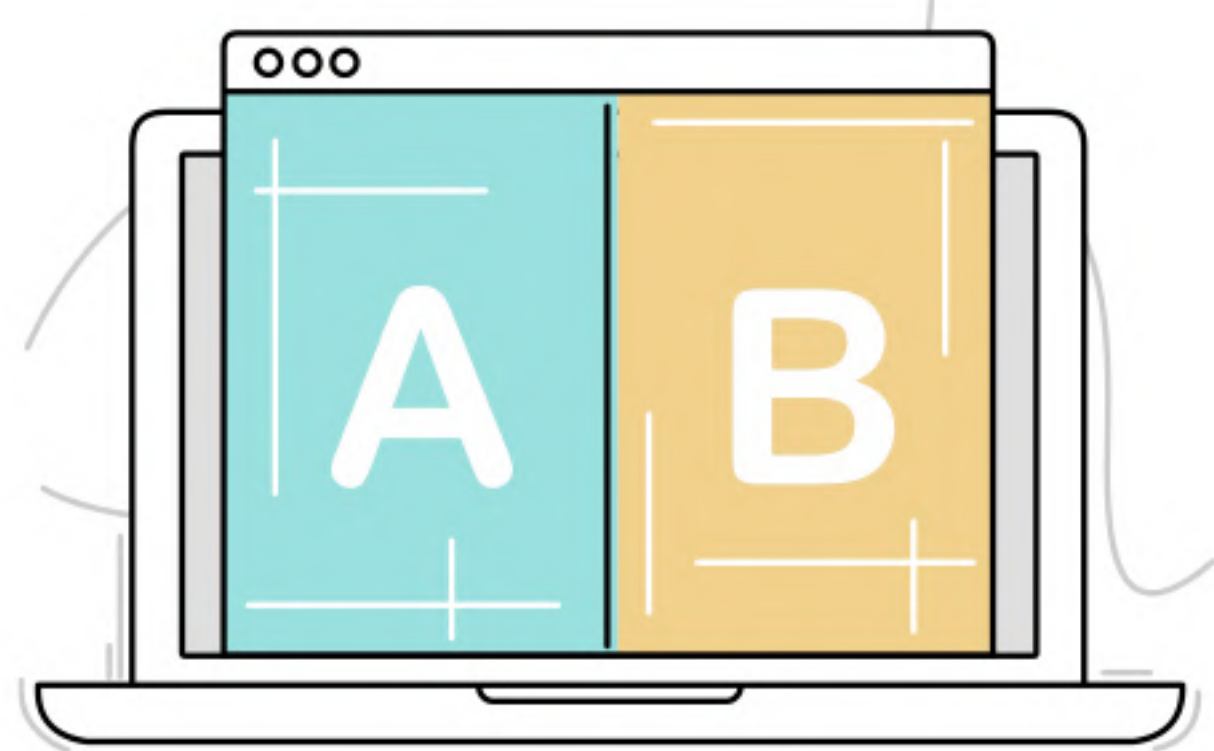


# THE ART OF **DELIVERING** SMART EMAIL MARKETING **CAMPAIGNS**

A 10-point checklist to help you simplify and smarten  
up your email marketing efforts





**Test different versions of your email as experiments** to monitor and optimize how recipients associate with your brand.



**Deliver emails at the perfect time for your readers.** Every recipient has a unique time at which they're most likely to open your email. Figuring out that time will boost your open rates.



**Automatically split and send highly-bulk emails in batches.** This protects your sender domain reputation and saves you from being blacklisted.



**Use bulk segmentation for mailing lists that grow in size** so you can have multiple segments created instantly based on specific criteria.



**Poll your email audience to gather deeper insights about them.** An email that has a poll element gives you more room to hear your readers virtually.

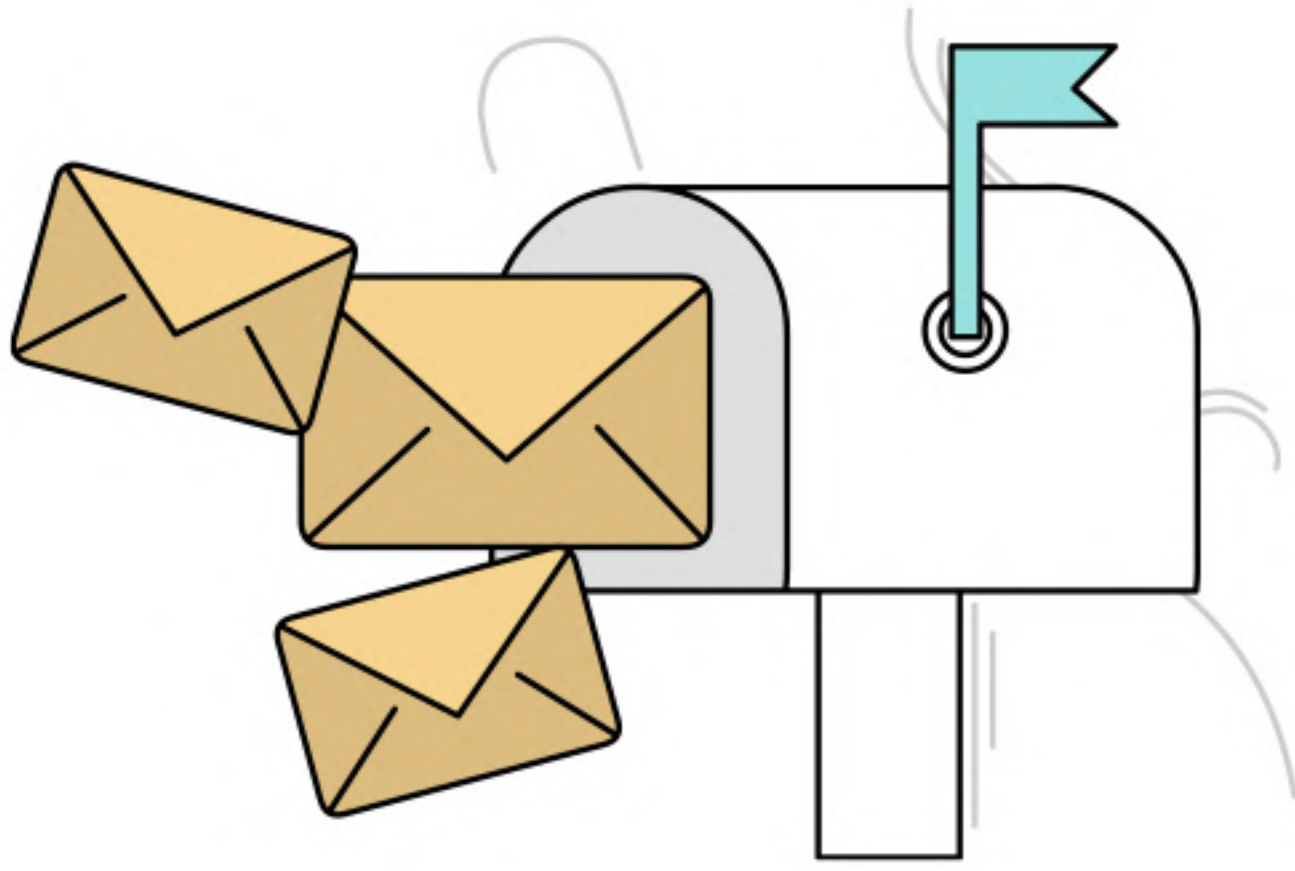




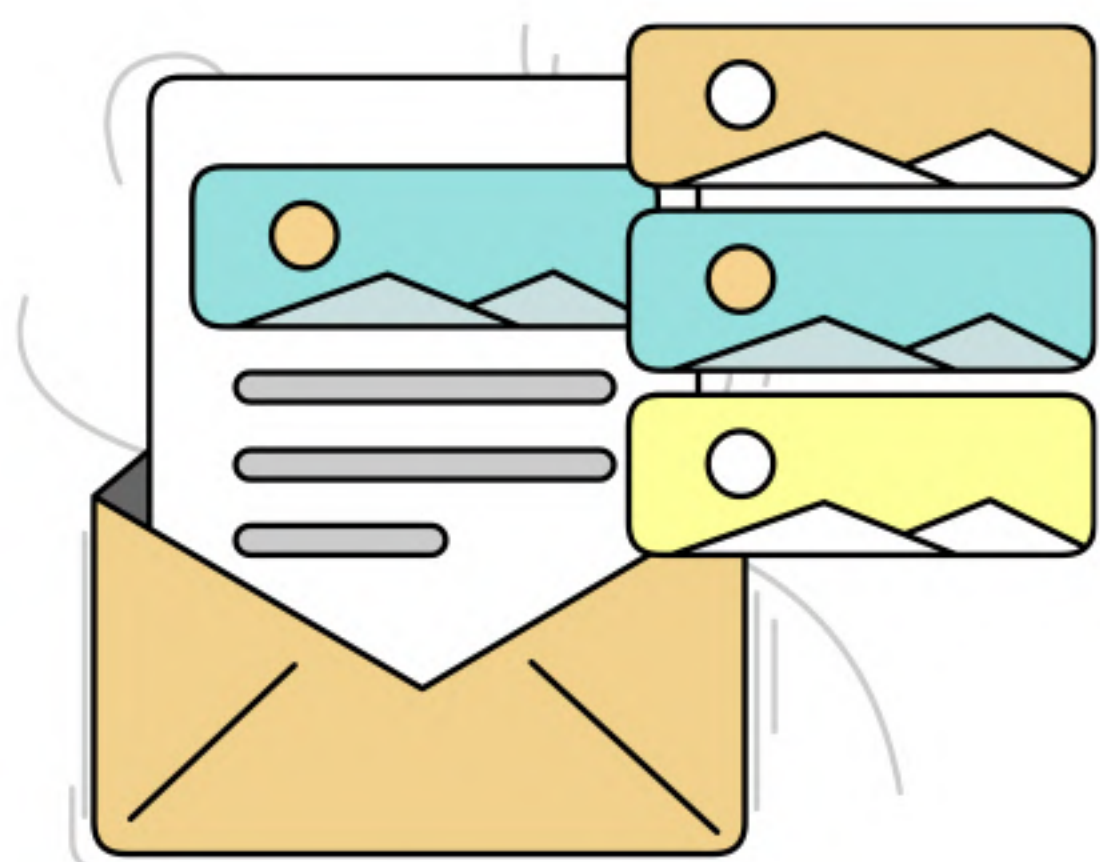
**Configure sentiment analysis to track all your email campaign replies.** This will help you understand the tone of your audiences' responses.



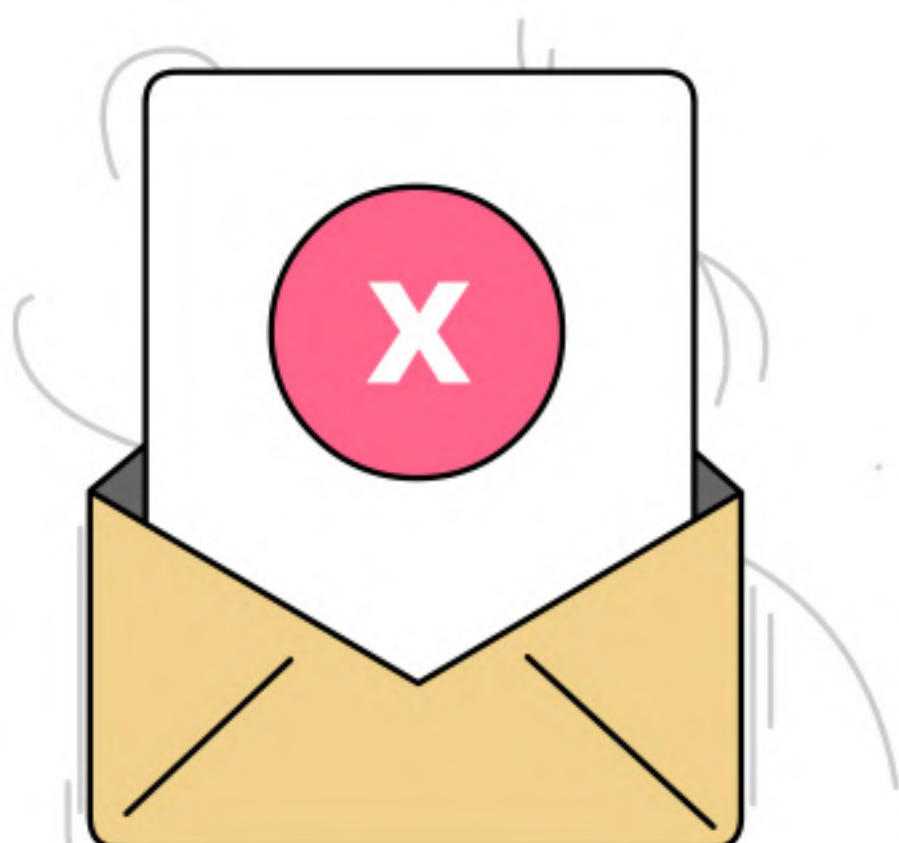
**Perform a content preview check before you send/schedule emails** to make sure your email looks good on any device or platform that your recipients use.



**Pay more attention to your email cadence**—i.e. your regular email-sending pattern. This makes sure that you don't spam or limit engagement.



**Hyper-personalize by creating one email with multiple sections that dynamically suit several audiences.** This way, each recipient gets individual portions that are relevant to them.



**Set up automatic handling of email performance elements like bounces, unsubscribes, and spam complaints** to save time and perform hassle-free marketing.



# #SmartEmailMarketing



[zoho.com/campaigns](https://zoho.com/campaigns)

[support@zohocampaigns.com](mailto:support@zohocampaigns.com)

US : +1 (888) 900 9646

India : +91(44) 67447000

UK : +44 (20) 35647890

China : +8610 82637816

Australia : +61-2-80662898

Singapore : +65 6723 1040

