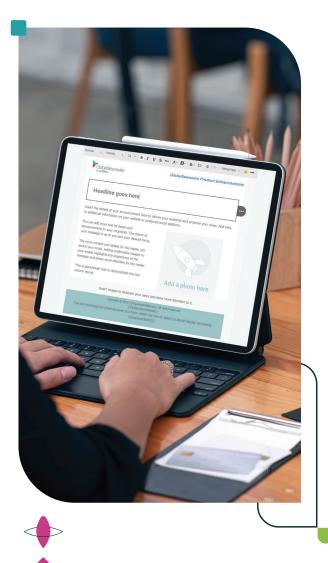# Enriched Email

Reach your key influencers with beautiful, high-impact emails from the Notified PR Platform.

Enriched Email in the Notified PR Platform lets you create feature-rich, engaging emails. Using flexible templates and simple layout tools, it is easy to customize your content and email messages for your specific audiences.

No need to export media lists for use in applications such as MailChimp and Constant Contact.

Use mail merge with contact information to customize your message and preview formatting before sending. The integrations of Enriched Email capabilities in the Notified PR Platform means you can manage contact information, delivery reporting, opt-in/opt-out, bounce processing, unsubscribes, and more in the same place where you maintain media lists, send press releases, invite journalists and influencers to follow your newsroom, and track earned media coverage.

Enriched Email is a powerful tool to customize communications to your target audience, augment your GlobeNewswire press release distribution, and increase the effectiveness of your campaigns.

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Benefits of Enriched Email

- **More customization options** for branded templates using a powerful do-it-yourself tool
- **Quick and easy submission flow** for email-only communications to your contacts
- **Greater visibility and access** to your templates with the ability to create, manage and delete
- **Media contacts database integration** takes you from contact list management to list selection to initialization of the Enriched Email with just a few clicks

Key Features

- **Select audience:** Select the recipients from your Notified PR Platform contact lists
- **Pre-defined collection of templates:** Begin with one of the starter email templates, or choose from any custom-created email template
- **Flexible layout tools:** Set email preferences, create subject lines, add languages, and build the perfect email layout
- **Include dynamic content:** Add images and other content to templates or to specific email messages
- **Personalize emails:** Leverage mail merge options to personalize the greeting, salutation, or other parts of the message
- **Preview:** Send preview copies to verify the format and layout before sending to your contact lists

Enriched Email Layout Tool

Modify your email layout by seeing the number and size of structures or by adding blocks of content containing images, text, CTA buttons, and more. Each section or block of content may be edited through the tools, allowing you to customize the layout and content of your message with various settings for customization.

Send Enriched Email from Connect

You can also create an Enriched Email submission directly from your contact list manager in the Connect module of the Notified PR Platform. After setting up list(s), you may select any and send Enriched Email.

Template Selector

- Access starter templates to begin building your custom templates or email submissions

- Preview templates, send to any email address to review, and edit using the layout tool

- Filter the view based on starter or created templates or search based on the template title the creator's name, or any tags associated with templates

Reporting

Get data for metrics including email delivery, opt-in/opt-out, bounce processing, and unsubscribes.