Magnetic Email Alerts available through Bronto

Magnetic and Bronto have partnered to integrate our services and provide you with unprecedented options for delivering highly personalized emails to each of your shoppers.

WHAT ARE MAGNETIC EMAIL ALERTS?

Magnetic Email Alerts are fully personalized, automated email messages, with two main types. Shopper Alerts act as an email based personal shopper, notifying individuals of offers and recommendations tailored just for them. Trigger Alerts recover sales from consumers who abandoned the site or a cart through a strategic series of personalized messages.

HOW DO I IMPLEMENT MAGNETIC ALERTS THROUGH BRONTO?

All we need is an API Key from Bronto and your approved creative. We take care of everything else!

HOW DOES THE INTEGRATION WORK?

The Magnetic + Bronto data integration automatically pulls your subscriber list and couples that with the rich behavior data we collect. This allows us to generate email based product recommendations, and package them in a Bronto friendly, Magnetic Email Alerts delivery.

HOW CAN I TRACK & EVALUATE MY MAGNETIC ALERTS CAMPAIGN?

The results for your Magnetic Email Alerts campaign will be visible right in your Bronto portal, assuring that you have all of the data necessary to evaluate the campaign alongside your other initiatives.

DO I STILL HAVE CONTROL OVER THE EMAIL CAMPAIGN?

Absolutely, we give you complete control over the content, creative, and marketing strategy. Our drag and drop integration also means that you can easily add Magnetic Email Recommendation zones to any of your Bronto campaigns.

Bronto + MAGNETIC™

FEATURES

- 1-to-1 personalization of every email
- Automated audience selection and personalized email generation
- Alert frequency customization
- Drag and drop integration

BENEFITS

- Superior delivery, open, and engagement rates
- Seamless, easy implementation
- Complete control over the content, creative, and marketing strategy

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