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eDIRECT+® Transactional Email

OFFER A SUPERIOR CUSTOMER EXPERIENCE

eDIRECT+ HIGHLIGHTS

ABOUT eDIRECT+

Minisoft's eDIRECT+ is the transactional emailing tool designed for retailers that want to offer superior customer experiences while selling more products and services. eDIRECT+ enables you to be more responsive to your customers through the delivery of event-triggered, personalized, full-color HTML messages that reflect your brands and styles.



Seize the moment

eDIRECT+ ensures that your customers experience your brand from the start of a sale to the end, helping build customer loyalty and brand recognition at every step in the fulfillment of your customers order.



Customizable

Transform plain-text event-triggered emails into highly branded and personalized messages, capable of driving incremental revenue through relevant cross-sell and upsell offers.



Integration

Minisoft's eDIRECT+ is designed to integrate seamlessly with existing back-end business processes and data sources so that customized messages are generated automatically.



Management Tools

Track open rates, unsubscribes, and one-click opt-outs. Measure the success or failure of real-time client interactions.

Sell more with every package you ship

eDIRECT+ will enhance email marketing performance, boost deliverability and lower costs.

FEATURES

- Support for HTML, Secure PDF or XML output.
- Style sheets support (CSS) included.
- Conditional logic to set up simple or complex “what if” conditions that determine what and when content is sent and to whom.
- Easily incorporate web links, pictures and graphics into emails.
- Ensure delivery of readable emails by sending in multi-part MIME (recipient will receive HTML or text versions dependent on their email settings).
- Smart email management tools to track open rates, unsubscribe, one-click opt-out and bounced emails.
- Schedule dates and times to send automated invitations, “save the date” reminders, confirmations, and post-event “thank you’s”.
- SMS Gateway support for text notifications and alerts.
- Direct output to one or more output destinations including email, SMS (Short Message Service), printfile, diskfile or fax.
- Ad-hoc email for sending personalized emails to specific customers.

Your
Logo
{here}

HOME MENS WOMENS KIDS ACCESSORIES

Your order has shipped!

Your order number is W13452789 and details of the order are listed below. Your order is now being processed and we will notify you when it is ready.

UPS Tracking number: 1Z22545X1234567890

In order to continue to serve you better, we would appreciate your feedback regarding this order. Please visit www.minisoft.com and take our brief survey. After taking the survey, you will receive a special discount code good for \$20 off your next purchase of \$100 or more!

QTY	ITEM#	ITEM DESCRIPTION	PRICE
1	MDZ 12	Cool Item1	45.99
1	MDC 14	Cool Item2	9.99
2	MDk 16	Cool Item3	25.99

Total: \$ 81.97

SHIPPING INFORMATION		BILLING INFORMATION	
John A. Brown 1024 FIRST STREET SNOHOMISH, WA 98290		John A. Brown 1024 FIRST STREET SNOHOMISH, WA 98290	
Initial SubTotal:	\$	81.97	
Tax:	\$	7.38	
Shipping:	\$	0.00	
Savings(coupons & offers):	\$	-10.25	
Total:	\$	79.10	

Other Customers who purchased Cool Item 1 also bought



FORGET SOMETHING?

Order in the Next 7 Days and Take

50% off

Standard Shipping

ON ANY PURCHASE OF \$65 OR MORE

User OFFER CODE Falls6 Online



MICRO-TARGETING

Minisoft's eDIRECT+ features powerful capabilities for micro-targeting your customers by keeping track of their prior purchases and stated preferences. This is what allows eFORMz to decide what products or services to offer your customers. eDIRECT+ also includes connectivity with "Big Data" solutions like MyBuys, Rich Relevance and Certona providing still more options for micro-targeting of your customers.

 eDIRECT+

powered by

 eFORMz