Aurea List Manager for 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 enterprise-level data integration and the ability to manage high-volume campaigns behind the firewall.

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

Deliver the right message at the right time, on your terms

Aurea List Manager is a trusted on-premise email marketing application that delivers a suite of digital marketing capabilities. Designed to help you maximize campaign ROI, while delivering a precisely targeted message for every customer, ALM lets you drive better conversion and more revenue.

KEY BENEFITS:

On-premise deployment: 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, allowing you to control who has access.

Seamless integration: ALM easily integrates with internal and external databases so marketers can leverage existing data stores to target customers and prospects more effectively.

Content personalization and performance tracking: 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.

Reputation management: ALM helps ensure that your brand reputation is protected, driving better conversion for campaigns. ALM uses individual IP addresses to protect against other mailers' practices.

Better deliverability: Powerful tools correct deliverability issues, and segment and send over multiple IP addresses. Improved email deliverability translates into a higher return on your investment.

Flexibility: ALM's open solution architecture can be easily configured to meet your needs.

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