

DATASHEET

OX Engage

A new age in email marketing

Email use continues to rise, especially when it comes to businesses and employee communication. Everyone has at least one email account they use regularly, and for this reason email marketing is still one of the most popular ways to reach target users.

Guaranteed delivery

One issue facing traditional email marketers is that spam filters can often trap marketing emails. This means that after spending a lot of time, effort and money creating and executing an email marketing campaign the delivery rate and related performance can sometimes be very disappointing. When creating campaigns using traditional email marketing tools there are ways to try to avoid spam filters, but these are not always successful. However, OX Engage completely bypasses the email server spam filter thus guaranteeing the successful delivery of all campaign emails to active users.

Pole position every time

Another issue facing traditional email marketing tools is when to send the campaign. When is the best time to run the campaign in order to make sure that

the emails arrive at the top of the target user's inbox? There are many approaches to this. They range from sending the emails early morning, mid days and even weekends, but none guarantee success. OX Engage can actually guarantee the top spot at connection time. When a user connects to their email server, OX Engage makes sure it is the last email to be delivered, thus making it the first email in the inbox at that moment.

Time boxing

OX Engage lets email marketers time box their campaigns. In other words, it lets them specify a start and end time for a campaign. Once the end time has been reached no more emails will be sent. This is something not possible with traditional tools, where normally, once the campaign has been started, all emails are sent.

How much to pay?

The usual way to pay for an email marketing campaign is based on how many email addresses are targeted. If you target one thousand email addresses, then you pay for a thousand email addresses. The question is why should you pay for emails that are never

delivered or delivered after the campaign is over? With OX Engage you only pay for emails that are actually delivered (injected). As OX Engage stops delivering emails after the campaign is over you do not pay for anything outside the campaign time box. In addition, Open-Xchange will grant free quotas for specific promotions!

Patented technology

The reason only Open-Xchange can offer this specific kind of solution is that the technology has been patented*. Open-Xchange identified the issues facing email marketers, architected a solution and has now built a product that addresses those issues. For this reason, OX Engage is a unique product in this market.

Business model

OX Engage comes with several business models; Basic that includes free emails for Open-Xchange related promotions, Direct for direct marketing of customer products and services and Promo in order to monetize through external advertising. Note, Open-Xchange can also supply advertisements for promotional emails.

A unique architecture for an old problem

Architecture

OX Engage consists of three major components. The Campaign Management Platform (CMP) that lets the marketer create, manage and analyze their own campaigns. The Mail Injection Middleware (MIM) that intelligently interfaces between the CMP and the email server. The final component is the OX Dovecot Pro email server that gets the emails and delivers them to the user.

Campaign management platform

The main user interface that marketers will actually use, in OX Engage, is the Ongage campaign management frontend. This is supplied with OX Engage and lets the marketer: import mailing lists, create marketing campaigns, schedule and manage those campaigns and also report on the results of the campaign. Note, that Ongage can also be used to manage additional email service providers. For details please speak to an Open-Xchange representative.

Mail Injection Middleware

Once a campaign has been executed it is the Mail Injection Middleware (MIM) that manages how the campaign is delivered. It receives the campaign emails from the CMP and stores them. Then every time a user connects to the OX Dovecot Pro server it delivers the relevant campaign emails to the server. The MIM also

manages the time box schedule and stops delivering emails once the campaign end has been reached.

OX Dovecot Pro email server

Apart from being the world's number one IMAP email server, it is OX Dovecot Pro that makes sure that the campaign emails reach the target user at the right time. When a user connects to OX Dovecot Pro it first delivers all the emails waiting for that user. It then asks the MIM if there are any campaign emails waiting for that user. If there are it then gets those emails from the MIM. It then delivers those campaign emails to that end user. It is because of this mechanism that OX Engage can guarantee that the campaign emails are delivered last, and therefore at the top of the users' inbox.

Spam filter bypass

As the link between the MIM and OX Dovecot Pro is direct the campaign emails do not pass through any spam filters. This is why OX Engage can guarantee that spam filters do not remove campaign emails.

Interface independence

As emails are injected directly into the email server OX Engage is independent of the email client. The targeted user can use any email client and the campaign emails will always be received.

OX Engage at a glance:

Patented technology

OX Engage uses patented technology that means this approach is unique to Open-Xchange.

Unique time boxing

OX Engage lets you time box your promotions: once the campaign ends no more emails are sent. This means that no out of date campaign emails are ever delivered.

Campaign management

The Ongage product is the OX Engage Campaign Management Platform. It provides everything from address management, through campaign creation to reporting.

Business model

Use the OX Engage Basic package with free of charge quotas to increase users' engagement with OX App Suite. Use the OX Engage Direct package to promote own products and services. Use the OX Engage Promo package for third party advertising.

Monetization

Use OX Engage to run external promotions that can help monetize your email strategy.

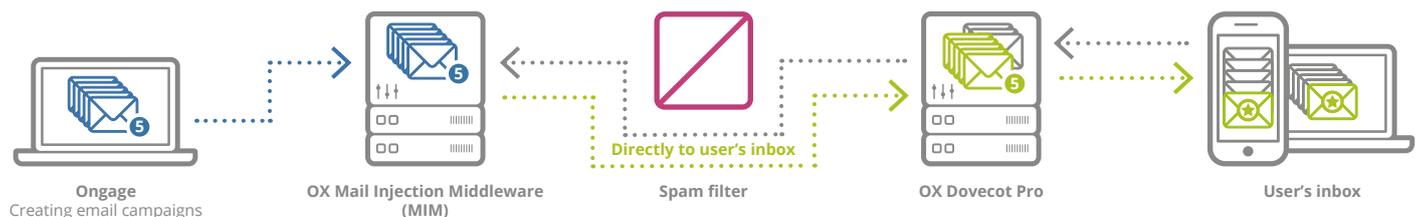
OX consultancy

Experienced Open-Xchange staff at hand to advise and help you get started.

Traditional email marketing



Email marketing with OX Engage



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www.open-xchange.com | info@open-xchange.com

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