

Magento Extension: Increasing Sales with Automated Messages

Message automation based on customer and order data

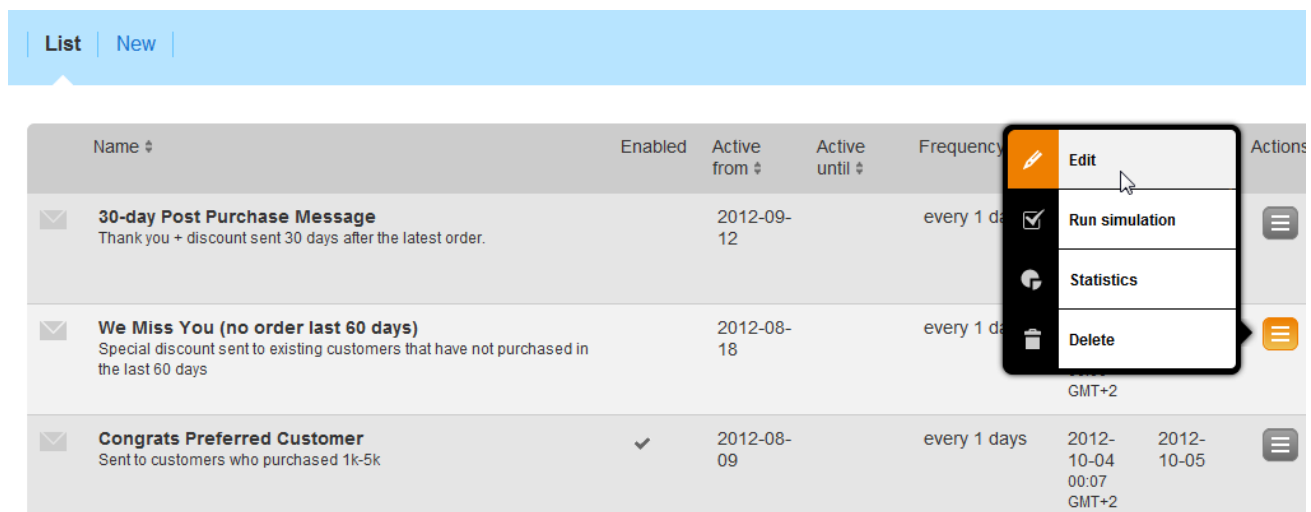
MailUp includes email automation tools that allow you to send triggered messages when certain conditions occur.










You can leverage these tools for all sorts of tasks related to your Magento-powered ecommerce store:

- Welcoming new customers
- Developing customer relationships by notifying customers of specials, promotions, etc.
- Boosting sales by creating incentives for existing customers to return to the store
- Re-activating customers that have been *idle* for a long time
- ... be creative!

Since through the MailUp Extension for Magento [key data is transferred regularly from your Magento-powered store](#) to your MailUp account, you can leverage that data to send automated, targeted message to your customers.

For more information about email automation in MailUp, please see: [Tasks](#)



Name	Enabled	Active from	Active until	Frequency	Actions
 30-day Post Purchase Message Thank you + discount sent 30 days after the latest order.		2012-09-12		every 1 day	 Edit  Run simulation  Statistics  Delete
 We Miss You (no order last 60 days) Special discount sent to existing customers that have not purchased in the last 60 days		2012-08-18		every 1 day	
 Congrats Preferred Customer Sent to customers who purchased 1k-5k	<input checked="" type="checkbox"/>	2012-08-09		every 1 days	 2012-10-04 00:07 GMT+2 2012-10-05

Leveraging triggered messages to boost sales

Triggered messages can be a formidable sales tool. For example, let's say that you'd like to follow-up after a purchase with an incentive for an existing customer to come back to the store,

You could isolate customers that have purchased over \$100 and whose latest order was 30 days ago.

Enter a name for the filter:

Latest order over 100 and 2 weeks ago

Set the filter applicability conditions: ?

Condition type: recipient data groups

Field	Type
LatestOrderAmount	Integer
Test	Value
equal or more than	100

Operator: AND OR

Condition type: recipient data groups

Field	Type
LatestOrderDate	Date(yyyy-mm-dd)
Test	Value
plus [value] days equals to today	30

Delete Filter

Save

You can then have MailUp check for all recipients for whom these conditions are true (e.g. once a day), and send a specific message to them.

Activation frequency
Condition
Action

Do not send more than once to the same recipient within hours

Only include recipients that match these conditions: all selected filters at least one of the selected filters

After days from

When

When this profile filter is true

A number of features help you set up automated emails so that they meet your needs:

- You can flexibly set the conditions based on which a message is triggered
- You can configure how frequently those conditions are checked
- You can define blackout dates on which messages are not sent
- You can automatically assign recipients of automated messages to specific groups for additional targeting

For more details on how to set up a triggered message, please see: [Add New Task](#)

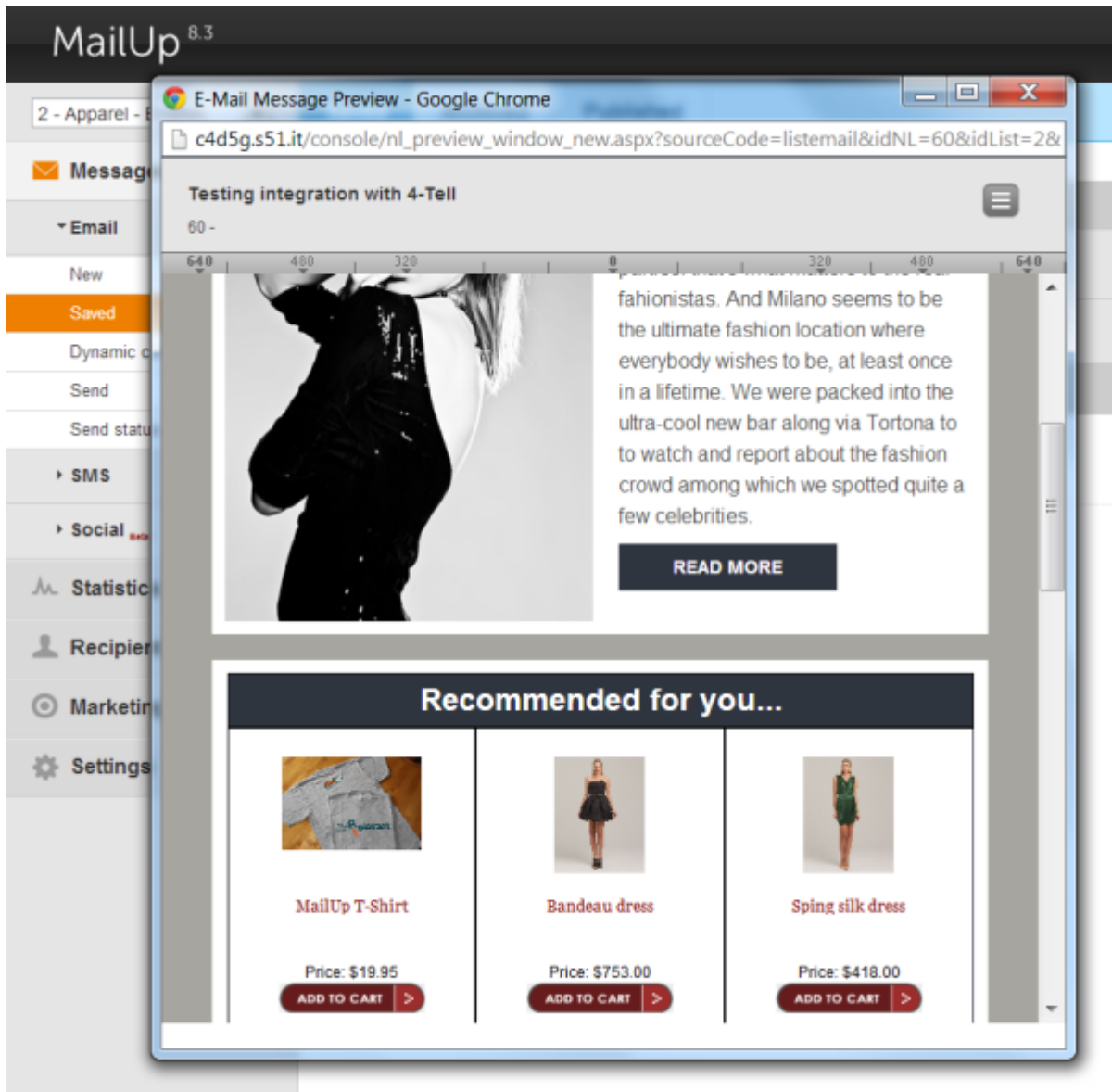
Adding dynamic product recommendations to automated emails

You can make your triggered messages even more effective by adding dynamic product recommendations to them.

We partnered with [4-Tell](#) to make this quick and easy for you.

The folks at 4-Tell use proprietary technology to extract and analyze data directly from your Magento store (both real time and historical data), and use it to feed dynamic product recommendations into your MailUp-powered email messages. Merchants using their recommendation engine are reporting an average sales increase of around 17%.

- We don't make any money on the 4-Tell integration: we're talking about it here just because we think that it's a cool system, integrates well with MailUp, and can really help you be more successful!
- See this article from the MailUp blog about [growing sales with dynamic product recommendations](#)
- Learn more about the [MailUp integration with 4-Tell](#)



Related articles

[Back](#) to an overview of the MailUp Extension for Magento.