



# CE21 Mass Email Tool: Simplify, Personalize, and Drive Results



CE21's Mass Email Tool provide a streamlined solution for managing customer communication, enabling targeted campaigns that boost engagement, conversions, and growth—all within a unified platform.

Say goodbye to the hassle of exporting contact lists and juggling separate email systems. With CE21's in-house Mass Email Marketing, you can efficiently leverage the same platform that already houses your users' data—purchase history, membership details, and more—to create targeted, impactful email campaigns with ease.

## Key Features:

- **Smart Lists for Precision Targeting:** Create custom contact lists using dynamic criteria with our Smart Lists tool. Lists automatically update to ensure they meet current parameters, keeping your outreach accurate and relevant.
- **Intuitive Email Builders:** Design eye-catching emails with drag-and-drop content blocks. Choose from pre-built or custom templates to match your campaign needs.
- **Advanced Reporting Tools:** Access detailed Email Communications Reports to track delivery rates, opens, clicks, bounces, and unsubscribes. Gain actionable insights into your email performance for continuous improvement.
- **Exclusion Options for Resends:** Avoid redundancies by excluding recipients who have already interacted with previous sends, maximizing efficiency and engagement.

## Seamless Integration & Optimization

CE21's Mass Email Tools integrate directly into the CE21 Manager platform, enabling you to:

- Test, send, and optimize campaigns without leaving the system.
- Combine email marketing with product notifications, event reminders, and membership communications for a cohesive strategy.

With CE21's Mass Email Tools, you can focus on what matters—building meaningful connections with your audience and achieving measurable results.

Learn more on how to streamline your email marketing strategy with a personalized demo of our email marketing features.

## Did you know about CE21's diverse product line?



Certification + Credit Tracking



One Login for both Staff + Members



Bridging Live + Virtual Events