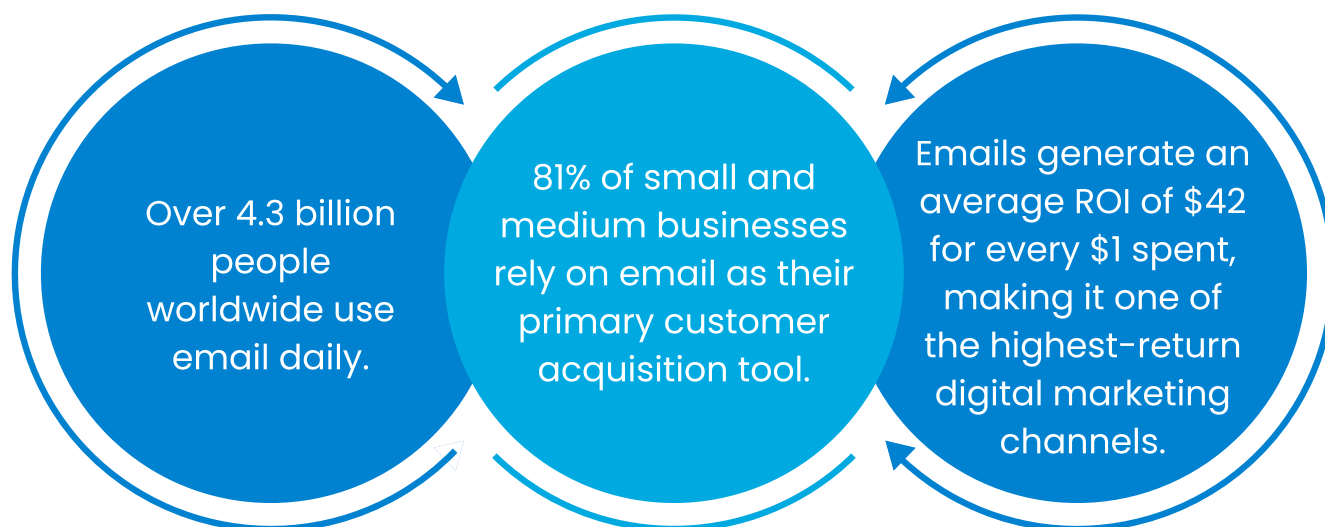




MCUtility Emailing for Salesforce

Features WalkThrough

Email remains one of the most effective and influential communication channels for driving business engagement and growth worldwide. Did you know that:



With these numbers, leveraging a robust email solution integrated within Salesforce is no longer optional—it's essential. MCUtility, the best-in-class Salesforce multichannel messaging app, empowers businesses to streamline, personalize, and automate email campaigns efficiently.

Key MCUtility Email Features

1. Personalized Email Templates

- Create dynamic email templates with merge fields from related Salesforce records. Deliver personalized content to leads, customers, or internal teams, ensuring your communication is always relevant and impactful.

2. Drip Campaigns

- Set up automated, multi-step email campaigns triggered by user actions, record updates, or scheduled intervals. Drip campaigns nurture leads effectively, guiding them through the sales funnel seamlessly.





4. Data Masking

- Ensure sensitive customer information is protected by masking data in emails when needed, maintaining compliance with privacy regulations.

5. Real-Time Tracking & Reporting

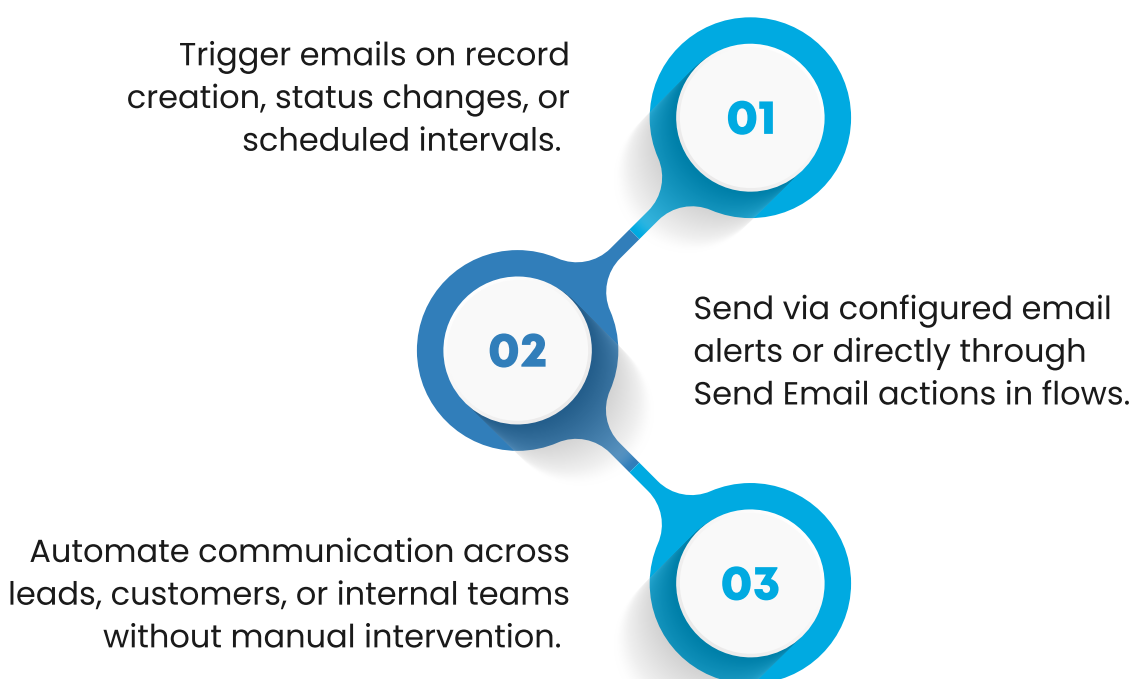
- Monitor email opens, clicks, bounces, and unsubscribes in real time. MCUtility's analytics provide actionable insights to continually improve campaigns.

6. Opt-Out Compliance

- Use the 'STOP' keyword to automatically handle opt-outs, ensuring your emails remain compliant and recipients feel respected.

7. Flow-Based Email Automation

Leverage Salesforce Flow automation to send emails dynamically:



This approach allows businesses to maintain timely, personalized communication while reducing manual effort, enhancing productivity, and driving better results.





Why MCUtility is a Must-Have Salesforce Messaging App

- **All-in-One Solution:** Handle SMS, Salesforce text messages, and emails in a single platform.
- **Time-Saving Automation:** Send automated drip campaigns and personalized messages at scale.
- **Enhanced Engagement:** Increase customer interaction with targeted, personalized messaging.
- **Regulatory Compliance:** Stay compliant with opt-out keywords like STOP and data masking protocols.
- **Data-Driven Insights:** Track campaign performance with real-time analytics for continuous improvement.

MCUtility is not just another SMS app for Salesforce or Salesforce text message solution—it's an all-in-one communication powerhouse.

With features such as personalized templates, drip campaigns, A/B testing, real-time reporting, and flow-triggered emails, MCUtility ensures that every message reaches the right audience at the right time.

MCUtility is a must-try solution for businesses looking to optimize email communication while harnessing the full potential of Salesforce automation.

