Introduction to Sitecore Moosend

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About me

Freelancer Solution Architect

Sitecore MVP (6 times)

Sitecore Stackexchange Addicted (https://sitecore.stackexchange.com/)

Blog: https://sitecoreclimber.wordpress.com

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Agenda

History of Moosend

Moosend Pricing
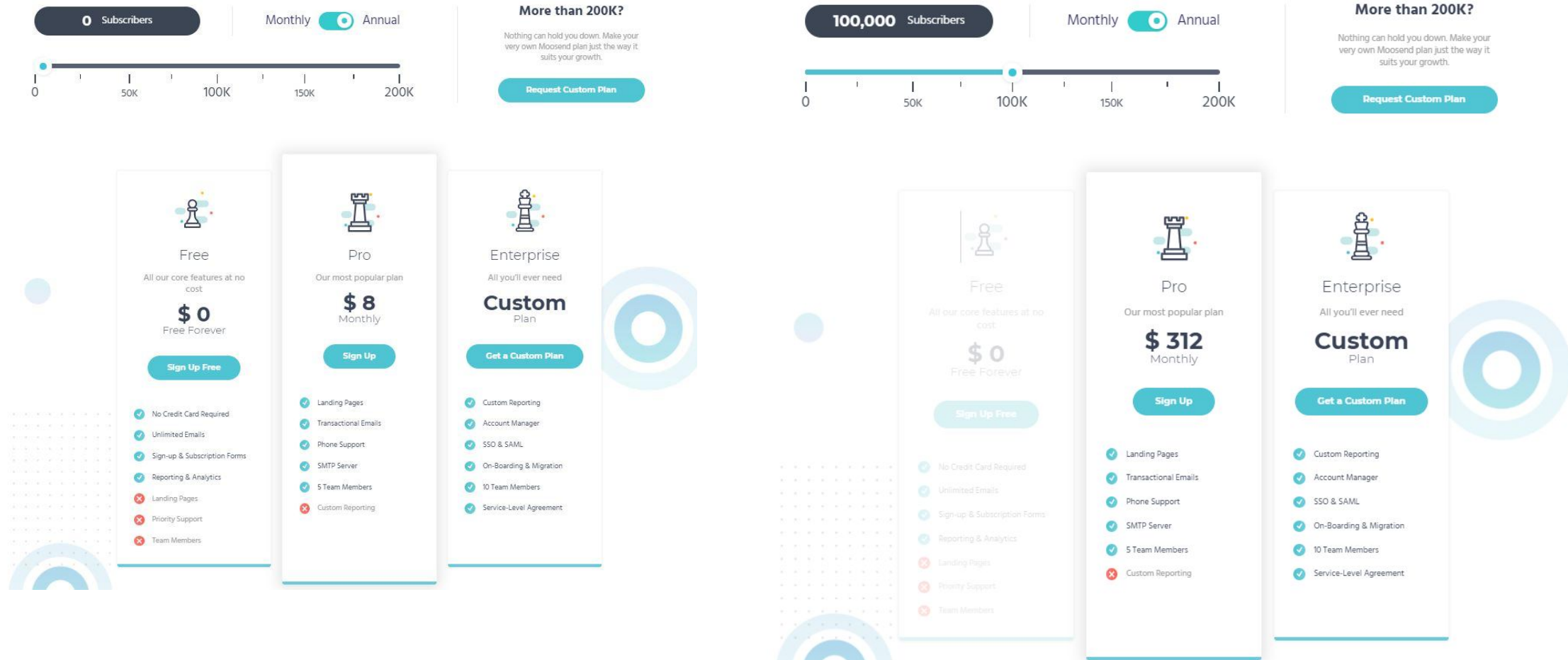
Moosend Documentation

Demo

History

Moosend is an Email Marketing Service Provider

The company was born in 2012 .

It was acquired by Sitecore in May 2021.

Pricing

5

Compare plans

MARKETING CHANNELS	Free	Pro	Enterprise
Email Campaigns	✓	✓	✓
Transactional Emails	✗	✓	✓
Sign-up & Subscription Forms	✓	✓	✓
Popup Forms	✓	✓	✓
Inline Forms	✓	✓	✓
Floating Boxes & Bars	✓	✓	✓
Embeddable Forms	✓	✓	✓
Landing Pages	✗	✓	✓

BRANDING & DESIGN EXPERIENCE	Free	Pro	Enterprise
Basic Templates	✓	✓	✓
Custom-Coded Templates	✓	✓	✓
Image Manipulation (Cropping, Resizing)	✓	✓	✓
Countdown Timers	✓	✓	✓
Conditional Content	✓	✓	✓
AI-Engine Product Recommendations	✓	✓	✓

Compare plans

MARKETING AUTOMATION	Free	Pro	Enterprise
Automation Workflow Designer	✓	✓	✓
Pre-built Automation Templates	✓	✓	✓
Multi-step Marketing Automation Workflows	✓	✓	✓

TRACKING	Free	Pro	Enterprise
Opens & Clicks	✓	✓	✓
Bounces, Unsubscribes & Complaints	✓	✓	✓
Page Visits	✓	✓	✓
Product Views, Carts & Purchases	✓	✓	✓
Custom Events	✓	✓	✓
Predicted Location & Demographics	✓	✓	✓
Predicted Weather Analytics	✓	✓	✓

REPORTING & INSIGHTS	Free	Pro	Enterprise
Real-Time Reporting & Analytics	✓	✓	✓
Google Analytics Tracking	✓	✓	✓
Email Heatmap Analytics	✓	✓	✓
Geography & Device Reporting	✓	✓	✓
Spam Analysis	✓	✓	✓
A/B Testing	✓	✓	✓
SPAM Testing	✓	✓	✓
Custom Reporting	✗	✗	✓

Compare plans

SUPPORT & SERVICES	Free	Pro	Enterprise
Knowledge Base	✓	✓	✓
Email Support	✓	✓	✓
Chat Support	✓	✓	✓
Phone Support	✕	✓	✓
Account Manager	✕	✕	✓
Team Members	✕	5	10
Priority Support	✕	✕	✓
On-boarding & Migration	✕	✕	✓
Premium Campaign Performance	✕	✕	✓
Deliverability & Strategy Optimization	✕	✕	✓

INTEGRATIONS & CONNECTIVITY	Free	Pro	Enterprise
100+ Integrations	✓	✓	✓
API Access	✓	✓	✓
SMTP Server	✕	✓	✓
SSO & SAML	✕	✕	✓
Service-Level Agreement	✕	✕	✓
Dedicated IP	✕	✕	Optional

Moosend Documentation

Moosend from Zero Hero https://academy.moosend.com/

Dylan Young youtube channel

1. How to setup Moosend account
2. Working with a mailing list
3. Create a custom field
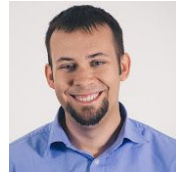
Demo

Integrate Moosend on your Website

Create the first newsletter

Lead Generation using Forms

Sitecore Marketing List vs Moosend Marketing List

Sitecore Segmentation vs Moosend Segmentation