Emma

links:
        website: https://myemma.com
        github: https://github.com/vladimir95/Emma_EmailOptOut

Features:

- ! Templates can be customized with the Emma newsletter app. An html editor is available for the code and it is possible to upload html code. Template editor is simple and easy to use.
- ! Lits of contacts can be managed by the user and segmented so a specific group within the list will get the email.
- ! Emails can be sent with this app.
- ! Email analytics is stored on the website itself. It can tell if an email has bounced, a user from the list opened the email and other problems. It stores information on past mailings to be used for later use.

Pros:
- ! Programmed in python and there are several github libraries that are focused on using this app.
- ! App's template interface is simple and easy to use. Interface is simple to understand and easy to use right away.
- ! Events can be done with recipients of your emails which means there is a level of interactivity with the user.
- ! Can upload CSV files.
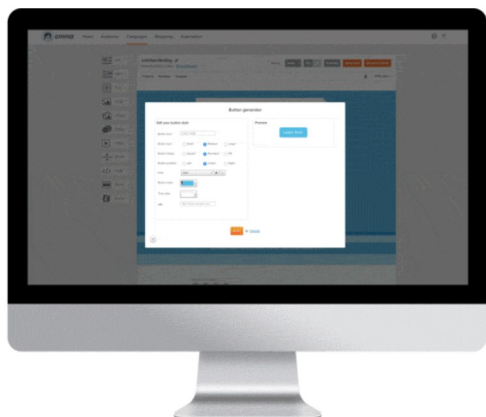- ! Python code is up to date with current one.

Cons:

- ! There are issues with emails bouncing. Failed delivery of emails to their recipients but it seems to be a bug.
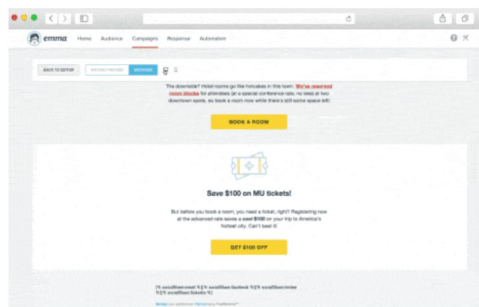- ! Not many issues seem to present in this newsletter tool.

Templates

Email Editor

DESIGN GORGEOUS EMAIL THAT WINS THE INBOX

IN PARTNERSHIP WITH **litmus**

DRAG AND DROP EDITOR

Our email editor lets you focus on your content, not endless help documentation. And hey, it's pretty fun to use, too.
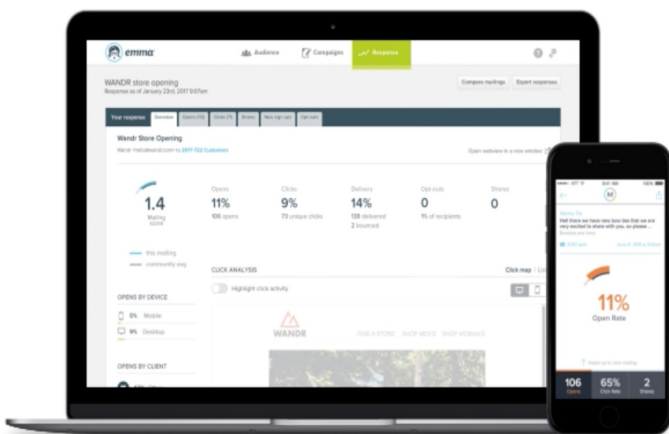
CODE YOUR OWN HTML

Use our HTML template builder and email inbox previews to design, test, and send custom emails that look great in any inbox.

Analytics

Email Analytics

GET BETTER RESULTS WITH EVERY SEND

Emma's robust email analytics help you learn more about your subscribers and give you clear next steps (and they're easy on the eyes).

RESPONSE DASHBOARD

Precise, insightful reporting is critical so your team can use your data to do more of what's working – and less of what's not.

MAILING SCORE

We created a new metric to make it easier to see email performance at a glance, share your results, and benchmark against past mailings.

CLICK MAP

We'll show you where people are clicking within the context of your actual email (on both desktop and mobile) so you can see what content works best.