Easify Marketing SMS Application - Feature Overview

1. Contact Management

Import contacts via CSV/Excel, auto-validate phone numbers, eliminate duplicates, and segment contacts using tags or custom fields.

2. Campaign Creation

Compose personalized messages using templates and dynamic fields (e.g., {{name}}), schedule campaigns, and preview messages before sending.

3. Bulk Messaging

Send SMS to thousands of contacts with high deliverability, automatic throttling to avoid spam, and real-time cost estimation.

4. Response Handling

Automated replies based on user responses, unsubscribe detection (e.g., STOP), and sentiment-based reply routing.

5. Analytics & Insights

Get delivery reports, click-through rates via smart links, and detailed engagement metrics for each campaign.

6. Templates & Personalization

Use and manage message templates, insert dynamic fields for personalization, and get AI-powered message suggestions.

7. Compliance & Opt-Out

Ensure legal compliance with automatic opt-out handling, consent tracking, and audit logs for transparency.

8. Admin & System Features

User role management, secure login (2FA), multilingual support, and integration-ready APIs for CRM or marketing tools.

9. Smart Add-ons

AI message assistant for copywriting, campaign cloning, A/B testing, and real-time alerts for high engagement or issues.