

DOZR Email Marketing Summary

February 11, 2026

Overview

DOZR uses Adobe Marketo Engage for all email marketing. The system manages 164,271 marketable contacts with an 89.7% marketability rate.

Where We Are Marketing

Region	Status
Alberta, Canada	Active
Ontario, Canada	Active
Florida, USA	Active
Other Regions	Active

Active Campaign Categories

1. Promotional Emails (High Volume)

- Main promotional blasts to customer base
- Seasonal equipment campaigns, pre-booking campaigns
- Volume: ~92,000+ emails | Delivery: 91% | Open Rate: 27%

2. Customer Feedback & Surveys

- AM Customer Feedback Survey and follow-ups
- Volume: ~900 emails | Delivery: 93-95%

3. Nurture Campaigns (Automated)

- 3-email drip sequence for new leads
- Volume: ~109,000 total sent | Delivery: 87-97%

4. Account Management

- New AM introductions, end of year touchpoints, prospecting
- Volume: ~1,500 emails | Delivery: 84-97%

5. Transactional/Payment Emails

- AR Collections: Payment reminders for overdue accounts
- Payment Issues: Declined payment notifications
- Volume: ~200 emails | Delivery: 95-97% (Excellent)

6. Supplier Communications

- DOZR Supplier Relaunch campaign

- Volume: ~850 emails | Delivery: 85%

7. Abandoned Cart Recovery

- Automated emails 2 hours after cart abandonment
- Volume: ~200 emails | Delivery: 94%

8. Newsletter

- The DOZR Buzz Newsletter - regular updates

Campaign Performance Summary

Campaign Type	Delivery Rate	Status
Transactional (Payments)	95-97%	Excellent
Targeted Promotions	91-97%	Strong
Nurture Sequences	87-97%	Good
Customer Surveys	93-95%	Good
Account Management	84-97%	Good
Wide-Net Blasts	66-70%	Needs Work

Quick Stats

Metric	Value
Total Contacts	164,271
Marketability	89.7%
Avg Delivery Rate	91%
Avg Open Rate	27-35%
Active Campaign Folders	13

What is Working Well

- Transactional emails have near-perfect delivery (95-97%)
- Open rates (27-35%) are above industry average (15-25%)
- Geographic targeting is well-organized
- Lead acquisition is growing (350+/day in Feb 2026)

What Needs Attention

- Wide-net blasts have low delivery (66%) - list quality
- Some older campaigns need updating (Nurture from 2018)
- Hard bounces should be cleaned regularly