



Security

Personalized for customer behavior, context and preference

Granular segmentation and targeting

Dundee Internet on the Lyris ListManager platform for all email marketing capabilities

Lyris ListManager is the engine behind thousands of successful email marketing programs.

Lyris ListManager powers some of the world's largest organizations which require enterprise-level data integration and the ability to manage high-volume campaigns.

Email campaigns with Dundee:

Delivers a suite of digital marketing capabilities on a trusted email marketing application that is designed to help you maximize your campaigns resulting in higher ROI.

Email a precise targeted message to every customer, every time.

Drives better conversions and more revenue.

Key Benefits

Seamless Integration: Integrate with internal and external database to leverage existing data stores to target customers and prospects more effectively.

Content personalization and performance tracking: With built in advance features, marketers can create and edit personalized messages, track visitor behavior across websites and campaigns AND measure the impact of each email sent.

Reputation management: Lyris ListManager ensure that your brand reputation is protected, driving better conversion for campaigns. Ask about getting an individual IP address.

Better deliverability: Powerful tools correct deliverability issues. We send your campaigns over multiple IP addresses, that improves deliverability which translates into a higher ROI.