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Ecommerce Email Marketing Software Essentials

When you're hunting for a high-performing marketing platform, it's time to take an honest look at your goals and needs. Which tools have the brains and the brawn to make you more money? And which will you actually enjoy using?

You shouldn't take this decision lightly—but it also shouldn't keep you up at night. So, we whipped up this list of nine must-have qualities to help you make the best choice for your needs.

01 Play Nice with Facebook

Why you need it: Facebook is one of the biggest cogs in the ecommerce machine since the internet first booted up. With insights into how billions of consumers behave and the ability to put your business in front of highly targeted audiences, your tools need to play nice.

Drip has it: Drip's tight integration with Facebook lets you start, stop, or change the ads your customers see based on the actions they take, all inside one platform. This level of insight and automation means you can tailor each customer's experience, hitting them with perfectly aligned messaging through their whole journey.

02 Automation Rules! And... Rules

Why you need it: Smart automation rules follow a simple if-then format. If a lead flips a trigger, then a specific action will follow automatically. Automation makes it possible to segment customers by their actions, then follow up with them in personalized and impactful ways without lifting a finger.

Drip has it: Inside Drip, you can set any number of rules that will fire automatically when your leads or customers pull certain levers. Did someone just make a purchase? Did they abandon a cart? Inside Drip, set up rules that will automatically send leads and customers the right message at the right time based on actions they take.

03 Visual Builder (More Than Just Pretty)

Why you need it: When your tags, campaigns, rules, and more start climbing into the dozens (or hundreds), keeping track of which action triggers what rule can get a little tricky. Mapping out journeys with a visual builder clears up this confusion and makes editing easy.

Drip has it: Multiple rules firing from the same triggers can wreak havoc on your brilliantly planned campaigns. Drip solves this problem with an intuitive builder that makes visualizing how rules chain together clear and simple. It's as easy as mapping it out on a whiteboard.

04 Individual Customer Journeys

Why you need it: Being able to put a microscope to each customer allows you to see what part of your marketing strategy is pulling some seriously heavy weight. Then, use these insights to make smarter business decisions down the road.

Drip has it: Our streamlined customer timelines let you visually examine how your most avid customers came to be so you can pinpoint and build on what's working, and scrap what's holding you back.

05 People-Centric Segmentation

Why you need it: Your business doesn't live to serve lists, so why should your email software? List-centric email platforms are restrictive and costly, often charging you twice (or more) when you send an email to the same person who happens to be on multiple lists. On the flip side, people-centric platforms let you market to each individual based on their unique actions and tags.

Drip has it: Drip's people-centric approach counts each lead or customer as one person with a unique journey. This gives you the freedom to send targeted campaigns to customers based on items viewed, purchases made, and more. Then, customize your messages to create relevant conversations that produce meaningful interaction with each customer.

07 Easy Data Migration

Why you need it: When you invest in a new automation tool for your business, you have to consider the ease of moving from the old to the new. Look for software that has a simple uploading system. Or, better yet, search for one that offers help so the full load doesn't fall on you.

Drip has it: The ease of data migration is the difference between spending minutes versus weeks—or even months—on migration. Your time is valuable, and you shouldn't have to sacrifice a mountain of hours doing, what should be, a simple process. Not only is migrating to Drip simple, but our world-class support team will even migrate your entire account for you. And if you're the DIY type, we'll be here for you should you hit any snags along the way.

09 Workflows with Goals

Why you need it: If you've ever wanted to send emails to customers who have reached specific milestones (to ask for reviews, send a post-purchase check-in, or cross-sell related products, for example), you're going to want to have goals in your workflows.

Drip has it: Create goals inside Drip workflows that jump a customer forward in a workflow or send them to an entirely different campaign that speaks better to the goal they just reached. This way you'll avoid, say, sending a lead multiple emails urging them to buy the thing they just bought, which is annoying and awkward. Instead, making a purchase goal could send them to an upsell or cross-sell workflow, which is better for you and them.

06 Fit Your Stack

Why you need it: In a dream world, all of the major tools in your marketing stack would work in harmony. The reality is that's not always the case. Assess which platforms you need to work with your email automation tool and cut loose the platforms that don't integrate with what you need.

Drip has it: Our one-click integrations with your favorite ecommerce tools—like landing page providers, payment gateways, shopping carts, and CRM systems—allow you to avoid the hassle of piecing together multiple tools, creating bizarre hacks, and gritting your teeth in frustration. Plus, we defend our API as the best developed and best documented API of any of our competitors, making connecting a breeze. Who knows? Maybe this is your dream world.

08 Built for Humans

Why you need it: You can buy the best tools on this earth, but they're useless if their interfaces are too complex to navigate. You shouldn't have to piece a puzzle together to simply unlock the features you're paying for.

Drip has it: We nix the mystery around email automation. Creating workflows, making campaigns, and checking your ROI are simple tasks you can do in a few clicks (without needing hours of training or certifications). Drip is built by humans for humans, so you can always count on ease of use.

Meet Your Needs Now

Does the email marketing software you have your eye on check all these boxes? If you want an option that has it all, Drip is your answer.

We offer end-to-end support with expert guidance and solutions. Start driving meaningful, intelligent interactions, engagements, and customer conversions. With Drip.

Learn more about Drip at drip.com, or get in touch with us at support@drip.com.