

DATASHEET

VANILLASOFT AUTOMATED EMAIL NURTURING

VanillaSoft Email Nurturing bridges the gap between marketing automation and personal outreach, ensuring high-volume emails land in inboxes—not spam folders. Gradually increasing send volumes from personal email addresses provides higher deliverability, translating into more opens, engagement, and opportunities.

Fully integrated into VanillaSoft's workflow, this feature eliminates the need for separate nurturing tools, reducing complexity and costs. Campaigns trigger automatically based on contact imports, engagement signals, anniversaries, or key dates, keeping leads warm until they're ready to convert.

AI-powered sentiment analysis detects high-value prospects and instantly routes them to live reps for immediate follow-up—maximizing efficiency without burdening the sales team.

VanillaSoft Email Nurturing guarantees lower-value leads get the right, personalized message at the right time, without requiring time-consuming manual outreach.

HIGHLIGHTS

- Automate email nurturing campaigns
- Consolidate your tools and reduce costs
- Send up to 20,000 emails per month per user
- Use personal email accounts, leading to more opens
- Protect your reputation with delivery ramp-up
- Warm leads before adding to active campaigns
- Nurture unresponsive, unqualified, or lost contacts
- Capture upsell and cross-sale opportunities
- Respond immediately to engaged contacts

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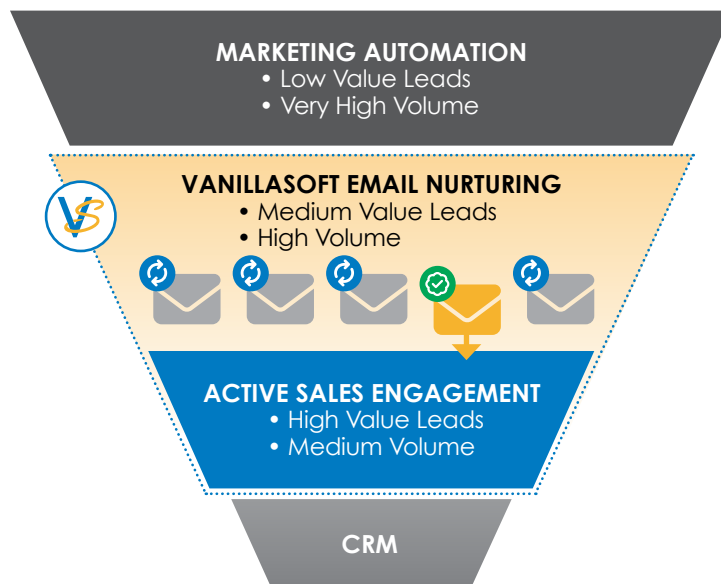
REQUIREMENTS

- Google or Microsoft email (OAuth)
- IMAP/SMTP

SPECIFICATIONS

- Included with all annual licenses
- Two nurture email accounts per user
- Send up to 500 emails per day per address

THE SALES FUNNEL



DATASHEET EXTRACT EVERY OPPORTUNITY WITH AUTOMATED EMAIL NURTURING

FEATURE	BENEFITS
Automated Email Nurture	Leverage the power of automated email campaign efficiency—without sacrificing the higher engagement achieved from personal touch emails. Keep your leads engaged with timely, automated follow-ups, moving your prospects through the sales funnel without manual effort.
Multiple Email Addresses Per User	Distribute email delivery across multiple addresses to increase volume while reducing the risk of emails being flagged as spam. The recommended limit is 150 emails per day per address; the maximum limit is 500 emails per day per address.
Email Ramp-up	Slowly increase your daily send volume to prevent your address from appearing as a spam account to email servers.
Campaign Management	Easily create, schedule, and manage email campaigns. <ul style="list-style-type: none">• Add contacts manually or via result code disposition• Configure send times, which team or individual email to send from, the sequence, and the number of emails per campaign• Configure workflow actions based on date or response triggers. Actions include: removing a contact, moving a contact to a different campaign, sending a contact to the live campaigns, and priority routing a contact for immediate follow-up
Email Templates	Create a library of email templates for faster campaign creation. Make changes to any of the email templates, including: <ul style="list-style-type: none">• Adding data tokens• Adding spintax• Changing font and text• Changing text alignment• Adding images• Adding attachments
Performance Reporting	Assess email campaign success by analyzing open, click, reply, bounce, and attachment download rates. Additionally, identify the most effective dates and times for sending emails, as well as your top-performing email templates. Use these metrics to evaluate both team performance and overall email effectiveness.

