

Magento Plugin

Ecommerce platforms collect and store a wealth of valuable information on customers.

Our plugin makes it easy to bring this information to the Communicator Suite, meaning online retail marketers can better segment and better target their database, which should drive additional revenue.

What is Magento?

Magento is a powerful ecommerce platform that collects and manages customer transaction data online.

What does the Magento plugin do?

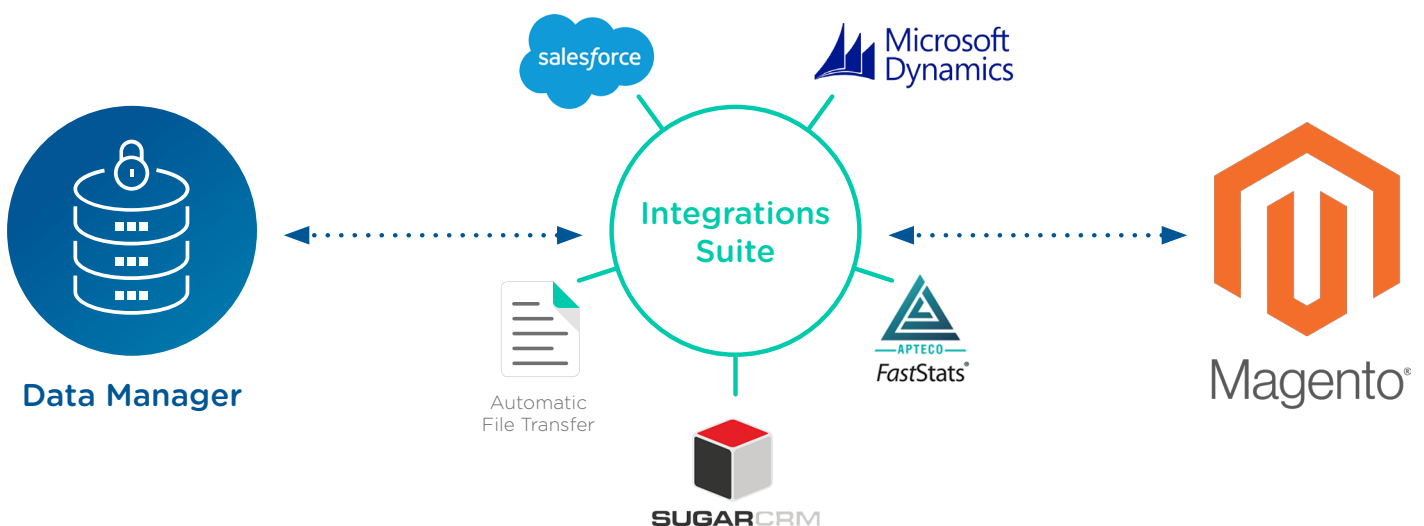
Communicator's Magento plugin is part of our Integrations Suite. The plugin is a real-time, two-way data sync that feeds product information and customer data from Magento directly into the Suite's Data Manager. It also lets users send Magento transaction messaging through **SMART**Send.

A custom-built interface directly within the Magento platform makes it easy for users to manage it all.

What is the Integrations Suite?

The Communicator Integrations Suite is exactly what the name might suggest – a Suite of connectors that transfer data to and from our software and a range of third party data warehouses like Salesforce, Microsoft Dynamics, Sugar CRM and of course Magento.

It's built, owned and maintained by us, meaning our customers don't pay any sneaky third party fees.



How will the plugin benefit Magento users?

Magento users will wonder how they ever managed without us. Sending transactional messages through the Communicator Suite gives a range of benefits:

Quick creation

Build in minutes, modify in seconds; our drag and drop Email Designer creates emails fast.

Easy admin

Change one and we'll change them all; Smart Templates and our inherited styling system takes the stress out of managing a multiple message portfolio.

Optimise

View and analyse detailed statistics on transactional messages, meaning you can optimise them to help better get the message across.

Futureproofed designs

Never worry about your designs; when email clients change the way they accept code, our Email Designer automatically updates – keeping your emails looking their best.

Drive more sales

Add a hint of marketing to your transactional messaging, with our content automation tools (legally, up to 10% of a message's content can contain upsell messaging!).

Deliver faster

Only with Communicator can you send through our innovative **SMART**Send technology.

How will the plugin benefit Communicator users?

Our plugin syncs all Magento-stored customer information, including mailing list subscriptions, meaning our customers benefit in a number of ways:

Amplified list growth

Maximise the size of your mailing lists by automatically syncing new subscribers, right at the moment they give you permission.

Performance & segmentation

Draw customer preferences from Magento to better segment marketing messages, helping your campaigns to perform better.

The plugin also syncs website product and transactional information, giving a number of other benefits:

Regain lost sales

Trigger abandonment emails to registered customers, containing the products that they placed into their basket but weren't purchased.

Performance & personalisation

Personalised emails are more likely to outperform non-personalised ones; better personalise marketing messages by using content based on purchase history and wish list items, as well as using personalised recommended products.

Further information

Communicator's real-time Magento plugin is available to all at no extra cost. Implementing the plugin can be carried out entirely by a Magento admin in the admin panel, or can be outsourced through our Customer Success team.

Contact your Account Manager to get started today.

About Communicator

Communicator is a trusted partner in sophisticated email marketing, with a focus on helping ambitious brands achieve breakthrough results.

Powered by our unique SmartSend technology, our modular Suite offers the flexibility of both scale and sophistication through our three packages. It takes our customers on an email marketing journey, helping them to realise their ambitions.

We take privacy and compliance extremely seriously, leading the industry with our ISO 27001 accreditation.



Certification No.210728

Want to know more? Get in touch:

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