

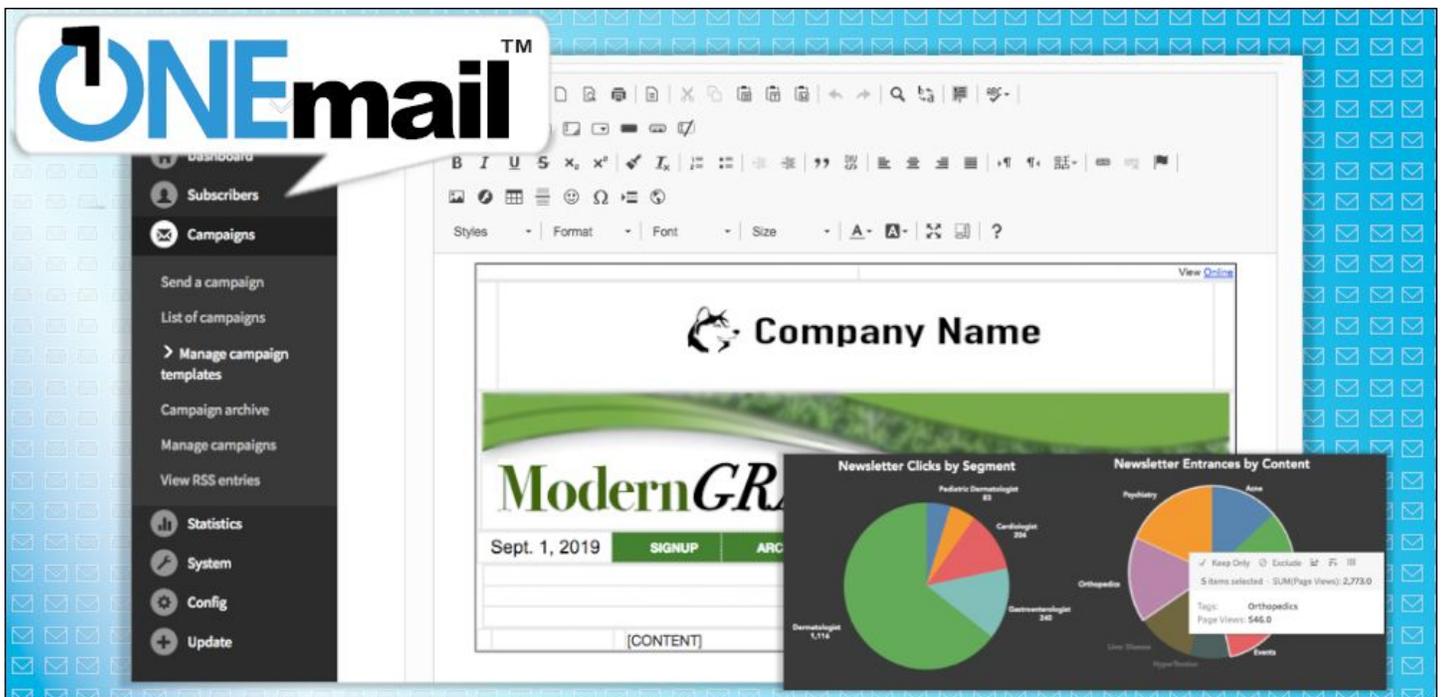
E-Mail Marketing Capabilities Added to ONEcount's Customer Data Platform (CDP)

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Today, ONEcount unveiled a powerful e-mail marketing engine that is native to its Customer Data Platform (CDP).

The new tool—branded ONEmail—has a sleek, easy-to-master user interface along with powerful technology designed to ensure maximum deliverability in minimal time. The tool offers templates out-of-the-box, a full WYSIWYG editor or it can scrape HTML content hosted on a webpage via any CMS.

ONEcount is the only CDP to integrate an e-mail delivery engine into its platform. This integration gives customers a much better view of their data across all marketing channels, while reducing the complexity and errors that are associated with typical API integrations between a CDP and e-mail platform.



For customers who need a 100% data match between their CDP and their e-mail marketing platform, this is the only way to do it.

ONEmail was introduced to complement the powerful segmentation and reporting tools within ONEcount, leveraging the platform's powerful, cross-silo identity management, reporting and targeting capabilities.

“While most of customers use our integrations with leading e-mail delivery partners like PostUp, Higher Logic, Eloqua or Marketo, we’ve seen interest in having an integrated e-mail platform as part of the ONEcount CDP,” said Sean Fulton, VP of Technology at ONEcount.

“ONEmail delivers the tightest possible integration with our CDP, while adhering to industry standards for deliverability, ease of use and functionality,” he added.

In addition to the new tool, the ONEcount team also announced a partnership with 250ok, a leading deliverability management provider. ONEmail customers can leverage the 250ok network of deliverability tools and specialists for maximum inbox reach.

ONEmail incorporates popular features offered by other ESPs, but tightly integrated into the ONEcount platform of services.



ONEcount has partnered with leading deliverability vendor 250ok to ensure maximum inbox delivery for every ONEmail message by providing the following services:

- E-mail health checks
- Expert practice guidance
- Quarterly performance reviews
- Reputation management
- Inbox placement

Features that are standard with ONEmail include:

- Clean, easy-to-use campaign deployment interface
- Multiple dedicated, clean IP addresses
- The ability to fetch and personalize newsletter content from a web URL
- SPF/DKIM identification to ensure inbox reach
- Detailed, cross-silo reporting through the ONEcount platform
- A simple yet powerful, WYSIWYG interface

New developments and enhancements in the recent year has made ONEcount stand out as a leading customer data platform (CDP). The addition of e-mail service provider (ESP) capabilities and ONEmail's modern interface has been recognized as a powerful differentiator within the marketing technology marketplace more so than ever. Recent releases have also included added features like: Content/ Product Recommendation Engine (powered by A.I.), Easy-to-Use Form Builder, DExTr: Data Transformation & Exchange and enhanced Dashboard Visualizations.

ONEcount will continue to support integrations with leading ESPs, including PostUp, Higher Logic, SailThru, Eloqua, Marketo, ExactTarget, and many others.

Product demonstrations of ONEmail are available now, please [request a demo here](#), [click here](#), or visit <https://ONE-count.com/demo>.

To learn more, [click here](#), or visit the following link: <https://ONE-count.com/ONEmail>.

About ONEcount

ONEcount is a customer data platform that combines DMP capabilities. Leveraging a mature history of identity resolution, data consolidation and advanced identification and targeting tools, ONEcount delivers a simple-to-manage ecosystem while streamlining the tech stack. It's real-time dashboards, secure advertiser data feeds, IVT mitigator, e-mail marketing engine, banner platforms, social sign-on abilities, and a host of other tools are built-in to drive cross-sell and upsell initiatives, increase conversions and decrease waste to grow incremental sales and revenue.

About 250ok

250ok's email intelligence platform provides products and services for advanced insights into email deliverability, sender reputation, fraud protection, and consumer engagement. Headquartered in

Indianapolis, Indiana, 250ok provides data and insights for a large and growing number of businesses, including Marketo, Adobe, Arsenal F.C., and ONEcount's ONEmail.

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