

# Magento Follow Up Email – new Amasty extension

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We don't mind a Friday to introduce a new extension. Please meet a new guy from your Magento store team – [Follow Up Email extension](#). It's a rich-feature tool to boost sales from existing customers.

There's a well-known marketing truth that **earning a new customer demands more time and effort than working with the present ones**. Want to know more? Read on to find out how Magento Follow Up Email can help your business and whether it's compatible with other extensions, like [Magento SMTP module](#).

# NEW AMASTY EXTENSIONS



## FOLLOW UP EMAIL

### USEFUL FOR: PROMOTIONS

#### FEATURES:

- EMAIL GENERATION FOR DIFFERENT ORDER STATUSES
- OFFERS BASED ON WISHLIST AND PREVIOUS ORDERS
- BIRTHDAY GREETINGS
- FOLLOW UP EMAILS BASED ON CUSTOMER ACTIVITY
- HELPFUL EMAIL CAMPAIGNS STATISTICS

## Now, what exactly do you get from using this extension?

- consistent productive relationship with your customers;
- higher conversion rates;
- higher percentage of referrals.

## Main features of Magento Follow Up Email

### Rules for different events – flexible settings to suit your business goals:

Dashboard Sales Catalog Mobile Customers **Promotions** Newsletter CMS Reports System [Get help for this page](#)

**Rule Configuration**

**New Rule** [Back](#) [Reset](#)

**General**

Name \* Birthday Greeting

Start Event Created

- Order**
- Created
- Shipped
- Invoiced
- Completed
- Cancelled
- Customer**
- No Activity
- Changed Group
- Subscribed to Newsletter
- Birthday**
- Registration
- Wishlist**
- Product Added
- Shared

Create flexible rules for different events according to your business goals.

## Apply the promotions to various customer segments for better impact:

Dashboard Sales Catalog Mobile Customers **Promotions** Newsletter CMS Reports System [Get help for this page](#)

**Rule Configuration**

- General
- Stores & Customer Groups**
- Sender Details
- Google Analytics

**New Rule** [Back](#) [Continue](#)

**Apply In**

Stores

- Main Website
- Main Store**
- English
- French
- German

▲ Leave empty or select all to apply the rule to any store

**Apply For**

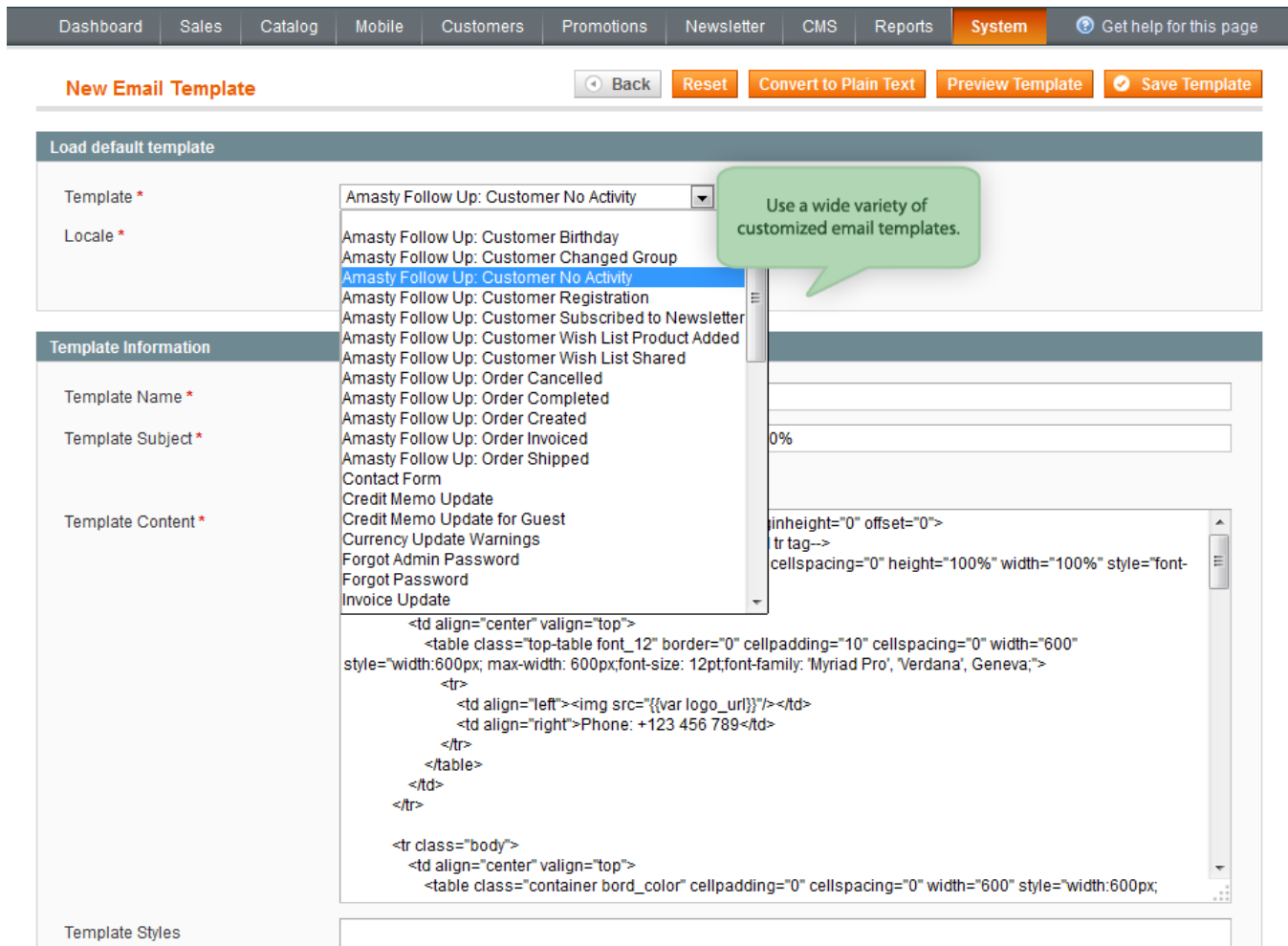
Customer Groups

- NOT LOGGED IN
- General**
- Wholesale
- Retailer
- QAAAA

▲ Leave empty or select all to apply the rule to any group

Choose a customer group and a store to which the rule will be applied.

**A pack of ready-made email templates that can be customized in any way:**



## How can I be sure that Follow Up Email brings profit to my store?

No worries, we have incorporated **Google Analytics parameters** into the extension. You can track the efficiency of your email campaign properly. That's how it looks:

The screenshot displays the 'Promotions' section of the Magento Admin interface. The 'Edit Rule Winback Email' configuration page is open, with the 'Google Analytics' section selected. The configuration includes the following fields:

- Campaign Source:** google. *Required. Use utm\_source to identify a search engine, newsletter name, or other source. Example: utm\_source=google*
- Campaign Medium:** cpc. *Required. Use utm\_medium to identify a medium such as email or cost-per-click. Example: utm\_medium=cpc*
- Campaign Term:** running+shoes. *Used for paid search. Use utm\_term to note the keywords for this ad. Example: utm\_term=running+shoes*
- Campaign Content:** logolink. *Used for A/B testing and content-targeted ads. Use utm\_content to differentiate ads or links that point to the same URL. Example: utm\_content=logolink or utm\_content=textlink*
- Campaign Name:** spring\_sale. *Used for keyword analysis. Use utm\_campaign to identify a specific product promotion or strategic campaign. Example: utm\_campaign=spring\_sale*

A green callout bubble on the left side of the configuration area contains the text: "Use Google Analytics to get the statistics of your email campaign efficiency."

## Does it work with other Amasty extensions?

Sure. All our extensions are 100% compatible with each other.

## How can I make my follow up emails more personal?

There are several ways to do it with Magento Follow Up Email. First of all, you can **specify the rules and the customer groups** for your campaign. Secondly, you're able to send **discounts based on customers' wishlists and previous orders**, sending them related, bestselling or up-sell items. Thirdly, you can set up **birthday emails with greeting cards and coupons for the occasion**.

## Can I remind my customers to leave feedback for

## products?

Absolutely. Magento Follow Up Email is a great tool for this! You can set up fully **automatic review reminders** after the desired amount of days from the purchase. Thus you can earn more reviews to boost your sales and get credibility for your store.

## Do I need to generate coupons manually?

No. To save your time we offer **automatic generation and implementation of discount coupons**. Just specify the rule for coupon sending, and Follow Up Email Magento extension will automatically generate a unique coupon code with the ability to set up coupon lifetime. What is more, you can specify the coupon type:

- Percent of product price discount;
- Fixed amount discount;
- Fixed amount discount for whole cart.

Coupon	
Type	Percent of product price discount ▼
Discount Amount	15
Expired in (days)	5
Subtotal is greater than	2

Should you have any questions on the extension, please ask them in comments!