

Why Zoho Campaigns?

Zoho Campaigns is an email marketing product that helps you drive more sales. With features like Autoresponders, Email Workflows, Template Editor, Sign-up Forms, Dynamic Content, Polls and Social Media Marketing, Zoho Campaigns helps you get the most out of your email marketing efforts. To begin with, you can sign up for the Forever FREE plan that offers 2000 subscribers and 12,000 emails per month. You can upgrade to a paid edition based on your requirements.

Here're the features that are available in each plan.

FEATURES	EMAIL-BASED SUBSCRIPTION	SUBSCRIBER-BASED SUBSCRIPTION	PAY-AS-YOU-GO	FOREVER FREE
EMAIL NEWSLETTERS				
Pre-designed Newsletter Templates	✓	✓	✓	✓
Template Layouts	✓	✓	✓	✓
Drag and Drop Editor	✓	✓	✓	✓
Template Library	✓	✓	✓	✓
Import Email Templates	✓	✓	✓	✓
Import Template Content from Google Drive	✓	✓	✓	✓
Mail In	✓	✓	✓	✓
Versions in Templates(undo and redo)	✓	✓	✓	✓
Image Editor	✓	✓	—	—
Email Attachments	✓	✓	—	—
MAILING LIST MANAGEMENT				
Subscriber Management	✓	✓	✓	✓
Create Mailing Lists	✓	✓	✓	✓
Segmentation of Mailing Lists	✓	✓	✓	✓
Bulk Segments	✓	✓	—	—
Custom Fields	✓	✓	✓	✓
Sync Leads & Contacts from Zoho CRM	✓	✓	✓	✓
Import Subscribers from XLS, XLSX, CSV	✓	✓	✓	✓
Mailing Lists Email Summary	✓	✓	✓	✓
Sign-up Forms	✓	✓	✓	✓
Bounce & Unsubscribes Automatic Removal	✓	✓	✓	✓
Sign-up Form Tracking	✓	✓	—	—
Workflow Trigger for Sign-up Forms	✓	✓	—	—
Subscriber scores	✓	✓	—	—

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CONSENT MANAGEMENT				
Send Consent Emails to Implied Subscribers	✓	✓	✓	✓
Send Follow-up Emails to Unresponsive Subscribers	✓	✓	✓	✓
Schedule Consent Campaign	✓	✓	✓	✓
Consent Campaign Reports	✓	✓	✓	✓
EMAIL MARKETING				
Schedule Email Campaigns	✓	✓	✓	✓
Recipient Timezone Based Delivery	✓	✓	✓	✓
Recipient Optimal Open Time Based Delivery	✓	✓	—	—
Batch Emails	—	✓	✓	—
Merge Tags	—	✓	✓	✓
Dynamic Content	✓	✓	✓	✓
RSS Email Campaigns	✓	✓	✓	✓
Email Polls	✓	✓	—	—
A/B Testing	✓	✓	✓	✓
Customize Email Header & Footer	✓	✓	✓	✓
Email Opened & Unopened Recipients	✓	✓	—	—
Social Sharing	✓	✓	✓	✓
Video Email Marketing	✓	✓	✓	✓
Recipient Comments	✓	✓	—	—
Email Authentication	✓	✓	✓	✓
Compare Email Campaigns	✓	✓	✓	✓
Custom Coupon Email Campaigns	✓	✓	✓	✓
Ecommerce Email campaigns	✓	✓	✓	✓
Survey Email Campaigns	✓	✓	✓	✓
Event follow-up Email Campaigns	✓	✓	✓	✓
Send Test Emails	✓	✓	—	—
Email Campaign Archives	✓	✓	✓	✓
Email Campaign Reports	✓	✓	✓	✓
Powered by Zoho Campaigns in Footer	—	—	—	✓
MARKETING AUTOMATION				
Instant Workflow	Yes, but without the email sending option	✓	—	—
Time-Based Workflow	Yes, but without the email sending option	✓	—	—
Activity-Based Workflow	Yes, but without the email sending option	✓	—	—
Sign-up Based Autoresponders	—	✓	—	—
Email Action Based Autoresponders	—	✓	—	—
Calendar Based Autoresponders	—	✓	—	—
Custom Date Field Based Autoresponders	—	✓	—	—

FEATURES	EMAIL-BASED SUBSCRIPTION	SUBSCRIBER-BASED SUBSCRIPTION	PAY-AS-YOU-GO	FOREVER FREE
MARKETING AUTOMATION				
Closed Group Autoresponders	—	✓	—	—
Consent Campaign Reports	—	✓	—	—
Smart Series Autoresponders	—	✓	—	—
Autoresponder Based on Segments	—	✓	—	—
Autoresponder Summary Report	—	✓	—	—
Autoresponder Message Based Reports	—	✓	—	—
OPT-IN CONFIRMATION				
Design & Customize Opt-in Forms	✓	✓	✓	✓
Add Company Logo to Opt-in Forms	✓	✓	✓	✓
Customize Confirmation Page	✓	✓	✓	✓
Send Opt-in Confirmation Emails	✓	✓	✓	✓
Customize Opt-in	✓	✓	✓	✓
Confirmation Emails	✓	✓	✓	✓
Add to address book - vCard	✓	✓	✓	✓
SOCIAL MEDIA MARKETING				
Share Email Campaigns on Social Media	✓	✓	✓	✓
Facebook Page Marketing	For Pages having more than 2,000 fans	For Pages having more than 2,000 fans	—	—
Opt-in Forms on Facebook	✓	✓	✓	✓
Post Campaigns	Unlimited	Unlimited	1 account / social network / user	1 account / social network / user
Automatic Posting on Facebook, Twitter & LinkedIn	✓	✓	✓	✓
Promote page through email campaigns	—	✓	—	—
CAMPAIGN TRACKING & REPORTING				
Recipient Activity Reports	✓	✓	✓	✓
Bounces & Unsubscribe Rates	✓	✓	✓	✓
Open Rates	✓	✓	✓	✓
Spam Complaints	✓	✓	✓	✓
Device Specific Reports	✓	✓	✓	✓
Email Campaign based Reports	✓	✓	✓	✓
Mailing List based Reports	✓	✓	✓	✓
Share Reports	✓	✓	✓	✓
Social Campaigns Statistics	✓	✓	✓	✓
Advanced Analytics	✓	✓	✓	✓
Forwards (Tell a Friend)	✓	✓	✓	✓
DEVELOPER API				
Campaign Management	✓	✓	✓	✓
List Management	✓	✓	✓	✓
Call back URLs	✓	✓	✓	✓

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INTEGRATIONS				
Zoho CRM	✓	✓	✓	✓
Zoho Creator	✓	✓	✓	✓
Zoho Survey	✓	✓	✓	✓
Zoho Contacts	✓	✓	✓	✓
Zoho Invoice	✓	✓	✓	✓
Zoho Books	✓	✓	✓	✓
Zoho Recruit	✓	✓	✓	✓
G Suite	✓	✓	✓	✓
Tracking URLs with Google Analytics	✓	✓	✓	✓
Eventbrite	✓	✓	✓	✓
SurveyMonkey	✓	✓	✓	✓
Shopify	✓	✓	✓	✓
Facebook	✓	✓	✓	✓
Twitter	✓	✓	✓	✓
LinkedIn	✓	✓	✓	✓
Tumblr	✓	✓	✓	✓
YouTube	✓	✓	✓	✓
Vimeo	✓	✓	✓	✓
Flickr	✓	✓	✓	✓
Google Photos	✓	✓	✓	✓
Gravatar	✓	✓	✓	✓
Bigstock	✓	✓	✓	✓
PayPal	✓	✓	✓	✓
Litmus	✓	✓	✓	✓
Giphy	✓	✓	✓	✓
GoToWebinar	✓	✓	✓	✓
Evernote	✓	✓	✓	✓
Dropbox	✓	✓	✓	✓
OneDrive	✓	✓	✓	✓
Box	✓	✓	✓	✓
Unsplash	✓	✓	✓	✓
CAMPAIGN MANAGEMENT				
Email limits	✓	✓	—	—
Managerial approval	✓	✓	—	—
Roles and Privileges	✓	✓	✓	✓
Custom Roles	✓	✓	—	—
Folders	✓	✓	✓	✓
Favorites	✓	✓	✓	✓
Marketing Calendar	✓	✓	✓	✓

FEATURES	EMAIL-BASED SUBSCRIPTION	SUBSCRIBER-BASED SUBSCRIPTION	PAY-AS-YOU-GO	FOREVER FREE
WEBHOOK				
Mailing list notification	✓	✓	—	—
Sent campaign notification	✓	✓	—	—

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This document is for information only.