

# 20 Essential Email Marketing Features

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- |                                |                             |
|--------------------------------|-----------------------------|
| 1. Effective email delivery    | 11. Form builder            |
| 2. Subscribers list management | 12. Email surveys           |
| 3. Personalization             | 13. Cost-effective solution |
| 4. Drag & drop editor          | 14. Link review             |
| 5. Automating emails           | 15. White-labeled tool      |
| 6. Reports & analytics         | 16. Live support            |
| 7. Integration to other apps   | 17. Device optimization     |
| 8. Email templates             | 18. Spam filter             |
| 9. A/B Testing                 | 19. Intuitive Interface     |
| 10. Social interactions        | 20. Email scheduling        |



# Email Marketing Features Startup Required

**Lei Huang**



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