

Sweet eMarketing.

From marketing plan to measurable results — plan, target, send, test and learn in **one connected chain**.

Sweet CRM · Sweet Automation · Spotler MailPro

01

Plan & target

Lay out the marketing year and build precise audiences from any data source — CRM, web, bookings, external systems.

02

Send & test

Campaigns, transactional mail, SMS and built-in A/B-testing — every send validated for consent and quality first.

03

Measure & act

Every open, click and conversion flows back — scored per mail and per recipient, and acted on automatically.

One flow, from idea to send

A campaign moves through Sweet in one direction: planned in the Marketing Module, built and validated in Sweet Automation, delivered through Spotler MailPro. No exports, no copy-paste lists — the chain is connected end to end.

STEP 1

Plan

Structure the year as plans, projects and activities — the whole organisation tags contacts onto sendouts and events.

STEP 2

Build the audience

Select on contact data, engagement scores, related CRM records or marketing activities — many sources, one working set.

STEP 3

Validate

Every audience runs through a flow that checks consent, GDPR, data quality and opt-outs — before anything is sent.

STEP 4

Send

Standard campaigns, A/B-tests, SMS or event-driven transactional mail — delivered through Spotler MailPro.

Your data, wherever it lives

Sweet CRM

MSSQL

MySQL

Oracle

Google BigQuery

REST & OData

WebHooks

Kafka

RabbitMQ

Azure Service Bus

Google Pub/Sub

IBM MQ

Microsoft Dynamics

Graph API

Files / FTP

Sweet Forms

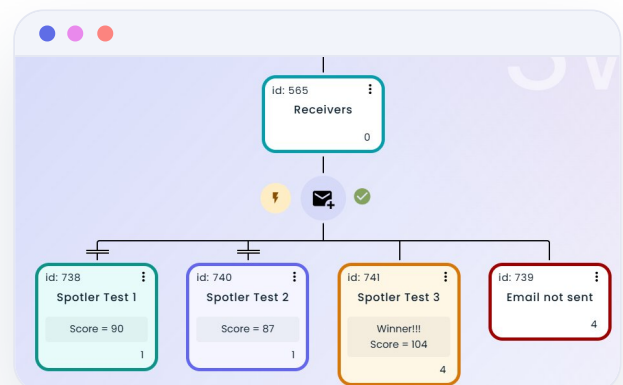
Sweet Automation API

Test instead of guess — A/B built in

Define any number of test mails, send them to a sample, and let real engagement pick the winner — the rest of the audience automatically gets the best-performing version.

- ✓ **Campaign tests** — one-shot: sample, evaluate, send the winner to everyone else.
- ✓ **Transactional tests** — continuous batches split evenly until the winner is drawn.
- ✓ **Approval flow** — require a human sign-off before the winning mail is released.
- ✓ **Winner by Score** — one benchmark value combining opens, clicks and conversions.

Effect: subject lines and content decided by your recipients' behaviour — not by opinion.



The A/B result, live on the flow canvas — each variant shows its score, the winner takes the rest of the audience.

Every send comes back as knowledge

The moment a mail goes out, Sweet starts listening — webhooks stream opens and clicks in realtime, with scheduled collection as the safety net. Everything is aggregated, attributed and scored automatically.

Statistics that drill all the way down

LEVEL 3 **The email template** — every send of the mail, rolled up into one view.

LEVEL 2 **One specific send** — the mail as sent to one audience, on one occasion.

LEVEL 1 **The individual recipient** — opens, clicks, bounces and conversions per person.

Conversions — purchases, downloads, submitted forms — are attributed to the right mail with a configurable window and clear tie-break rules, so nothing is double-counted.

Scoring on four levels

Interaction Score

How one recipient engaged with one mail.

Email Score — send

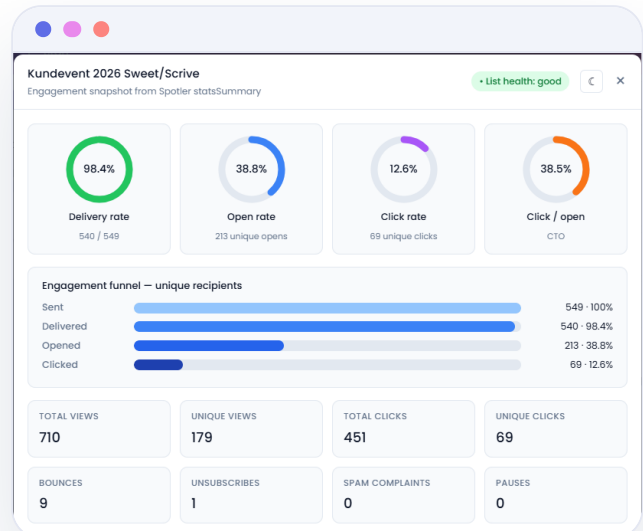
How a specific send performed.

Email Score — total

The template across all its sends.

Receiver Score

Per recipient, per month — spot who's warming up or going cold.



The mailing report — delivery, open and click rates, the engagement funnel and a list-health check, one click from the flow.

And the view above them all

A dashboard for the whole programme — volumes, engagement, revenue and score, filterable right down to purpose and send type. Rules watch it: a rising bounce rate lands as a to-do.

Effect: follow up on behaviour, automatically — remind non-openers, re-engage cold contacts, prioritise your hottest audience.

Deliverability & compliance, built in

The controls that keep every send clean, lawful and safe for your sender reputation — applied automatically, on every send.

Central block list

Hard bounces, spam complaints and unsubscribes are collected automatically and excluded from every send — with full admin, import and export.

Smart quarantine

Cooldown rules stop over-mailing, and behaviour-based rules rest low-engagement recipients — protecting both inboxes and reputation.

Communication filter

An emergency brake that can stop or whitelist outgoing traffic in seconds — invaluable in production and in test environments.

What your marketing team gets

Higher engagement

A/B-tested content, behaviour-based follow-ups and engagement scoring mean the right message reaches the right people.

No more guesswork

Winners are picked by real recipient behaviour, and every campaign feeds the insight that shapes the next one.

Protected reputation

Hygiene checks, block lists and quarantine keep bounce and complaint rates down — and deliverability up.

Full-funnel visibility

Every mailing classified by funnel stage — awareness to winback — and measured against its own kind, from the yearly plan down to a single click.

Compliance by design

Consent, GDPR and opt-outs are enforced in the flow, before sending — not patched afterwards.

Every channel, one platform

Campaign email, transactional mail, SMS and list exports — same audiences, same rules, same statistics.

How you'll work

1

Plan & build — create the activity, attach the audience from CRM or any connected source.

2

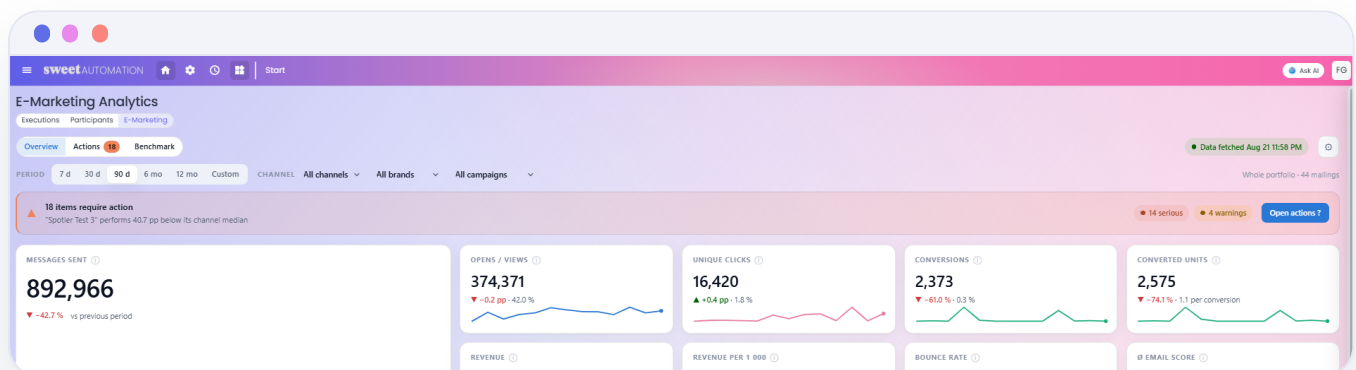
Validate & send — run the flow, pick the mailing, A/B-test when it matters.

3

Measure — engagement streams back and is scored on every level, in realtime.

4

Act — split by behaviour, remind, re-engage — and plan the next campaign smarter.



The E-Marketing analytics dashboard — sends, opens, clicks, conversions, revenue and interaction score for the whole portfolio, each with its trend against the preceding period.

Ready to turn your marketing plan into measurable results?

Talk to us about Sweet eMarketing — a guided demo takes less than an hour.

sweetsystems.se