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Success of an email marketing tool depends a lot on its features. Though there are a number of firms in the business of email marketing, few of them are in possession of a platform that really simplifies work for marketers. From those few, Redcappi is a strong contender for owning one of the most engaging and effective best email marketing software. These are the points that will justify the argument.

Simplicity

RedCappi is famous for the simplicity of its email marketing tool. There is literally no need of any technical knowhow if one wishes to kick-start an email campaign by using RedCappi. Its email marketing websites makes the task of email creation very simple. By making use of formatting tools, user can create a new look for its email campaign. By using logo, head banner and color themes, one can leave a long lasting impact. There is even scope for integrating social media links in the email to further simplify sharing.

Email List

The soul of an email campaign is the email list. Longer is the email list; wider is the reach of the campaign. Therefore, scope to expand email list is very crucial. Feature of importing contacts from different sources comes handy for users that use multiple profiles or accounts. A customizable signup form is another feature that makes RedCappi score over its competitors.

Tracking

Title of â€˜email marketing toolsâ€™ couldnâ€™t be won by ridiculing this feature. Starting a campaign an sending email accomplishes nothing; one needs to see whether the goal for which the email campaign was started at the first place has been achieved or not. By making use of the Stats option, a user can keep an eye on the number of opens, clicks, bounces and unsubscribes. Information on links that received more clicks is also available for making analysis. Results can be used to draw conclusions and see whether the idea is striking the right chords with the receivers or not. If there is a glitch, then it could be understood by scrutinizing Stats.

Compliance With CAN-SPAM laws

Falling within the safety line drawn by CAN-SPAM laws is very important in the field of email marketing. Not taking such laws into consideration can hinder the future prospects gravely. Single click unsubscribe button is very useful in keeping the receivers from taking the cursor to the spam button. RedCappi knows the value of such steps and pays heed to them.

RedCappi adheres to a strong anti-spam policy and highlights the same in its website too. By specifying the doâ€™s and donâ€™ts on the website itself, it simplifies email marketing for those who are much aware with spam laws and other important characteristics.

Above were the features that make RedCappi compete with its rival firms but the one point that qualifies it for the tag of best email marketing company has not been listed yet.

The point is that RedCappi supports the social cause of providing safe drinking water in developing countries by parting with a portion of every paid account every month. This generous contribution

makes RedCappi stand apart from its competitors.

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RedCappi is one of the leading a email marketing companies to come up in the last decade. Its simple email marketing platform helps marketers in starting email campaigns without any technical knowhow and the same qualifies RedCappi as one of the a best email marketing templates service providers.

For more information RedCappi, please visit: a http://www.redcappi.com

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