

Power your email marketing campaigns without increasing your risk exposure

Why do you need a specialized capture product for email marketing?

Email marketing is a key component to any marketing strategy. For highly regulated industries, these communications are subject to the same requirements as all other business emails that must be captured and archived. Organizations that don't have a specialized capture solution for email marketing you either need to build and maintain your own marketing solution or bypass it entirely. A specialized capture solution for email marketing allows organizations to take full advantage of their marketing automation systems, while maintaining all of the legal and regulatory initiatives.

Enable your organization to stay compliant and reduce risk with a specialized capture solution for email marketing built specifically for your needs as a financial services institution.

Key features



Direct source capture



Seamless integrations



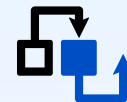
Attachments support



Single solution for
80+ channels



Connected Archive and
external archive support



Specialized supervision
& e-discovery workflows

Operate confidently with compliant capture of your email marketing campaigns

Supported channels include:



Salesforce / Pardot



Constant Contact



SendGrid

How it works

Smarsh enables your business to capture email marketing content for select individuals or across your entire organization.

Email content and attachments are captured through journaling in near real-time, and all content is secured through forced TLS encryption or IP restrictions.

Once captured, all content is automatically sent encrypted to the Smarsh Connected Archive, where it is available for fast, on-demand search alongside all other archived communications. It can also be sent to an external archive.

Key benefits:

Meet regulatory requirements and resolve internal disputes

Capture, archive, supervise and discover all your electronic communications to meet FINRA, SEC and other regulatory requirements. Preserve chain of custody and retain messages for as long as your business needs with the Smarsh Connected Archive.

Improve review effectiveness

Apply policies specific to the communications initiated through your marketing automation system to reduce the noise in the supervision workflow for your email capture.

Reduce time, cost and complexity

Streamline compliance and e-discovery workflows by using one archive instead of many for your email, IM & collaboration, social, mobile text and voice content.

Illuminate and reduce risk

Tag, search, track and review full context conversations across all channels to easily identify risk. Leverage our APIs to extract additional business insights from your communications data.