

Send emails people want to open

Email marketing built for your ecosystem

Emma fits naturally into your ecosystem, connecting seamlessly with your existing tech stack. With powerful brand controls, flexible user permissions, and reliable integrations, every email stays consistent, compliant, and effective.

#1

Rated email services solution over industry leaders*

20+

Years of campaign data powering our AI tools

36x

Average ROI for email, higher than any other digital channel

Brand manager

Maintain consistency across every location and department with template locking, default colors and fonts, and centralized asset management. Perfect for multi-location brands and distributed teams.

AI-powered guidance

Get smarter with every send. Our AI uses 20+ years of real campaign data to deliver actionable insights with Smart Recommendations, Smart Send, Smart Segmentation, and Smart Subject, using practical guidance built into Emma.

Seamless integrations

Whether it's self-service setups, premium integrations, professional services, ecosystem partnerships, or Emma's open API, we work seamlessly with your existing technical stack to make work more efficient than ever.

Why organizations choose Emma



Drag-and-drop email editor plus marketer-friendly signup forms



Marketing automation for email and SMS cross-channel campaigns



Campaign reviews and approvals through tiered account structure



Account and user permissions to suit any role



AI Content Assistant banishes writer's block



In-house support team with industry-specific expertise



Enterprise-grade compliance (SOC 2, HITRUST, TX-RAMP)



Robust analytics with Response Dashboard and Click Maps