Automate your marketing

across channels, with ease, and at scale

Get advanced tools, tailored services, and a team of experts to support you every step of the way.

The complete guide to

GetResponse MAX

Tag assigned

Webpage visited

Purchase completed

Link clicked

Subscribed

Event triggered

Cart abondoned

What we'll cover:

What we do at a glance

Forms and Landing pages

Dynamic content

Our team + onboarding

Marketing automation

Dynamic segmentation

Omnichannel marketing

Compare plans

Email marketing

Advanced analytics

Integrations & API

Deliverability & GDPR

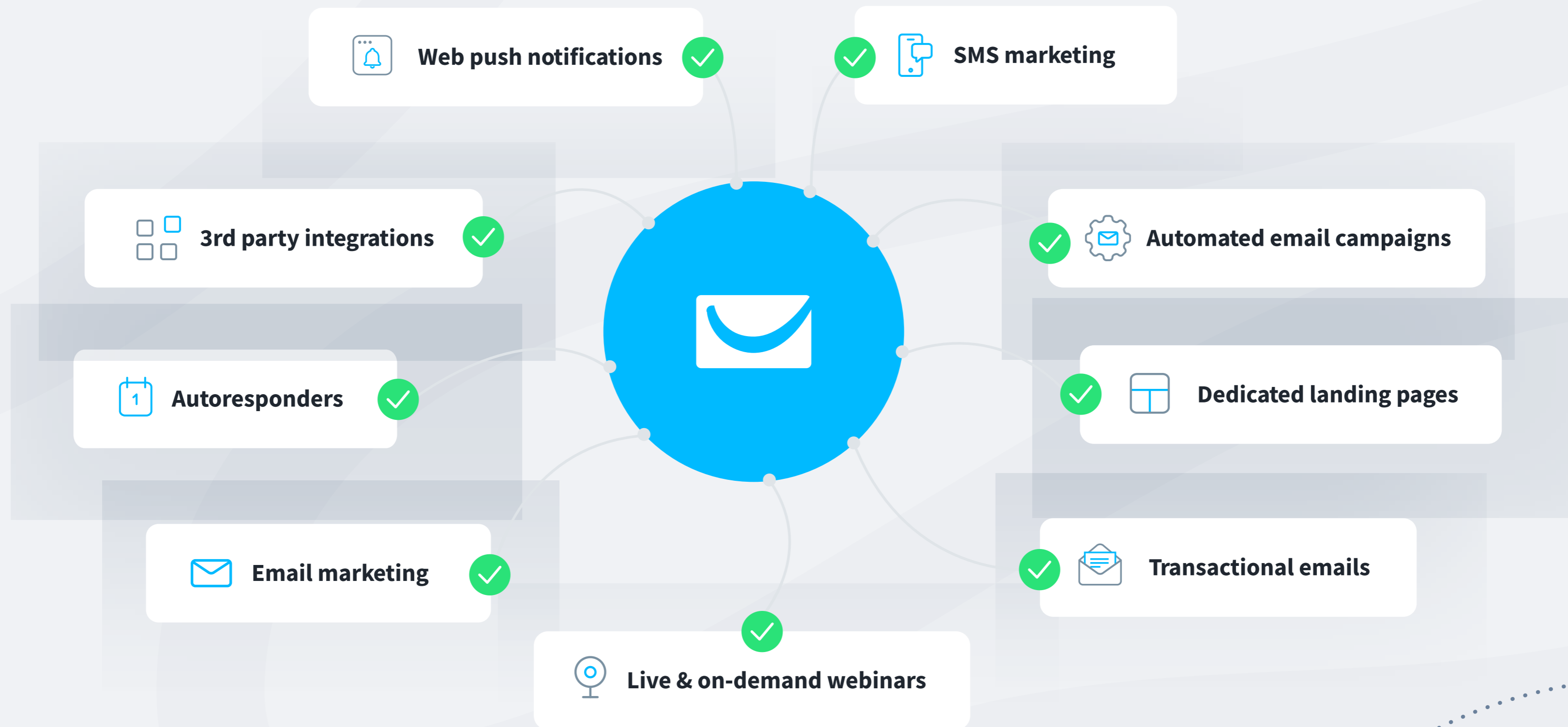**Transactional emails**

Webinars
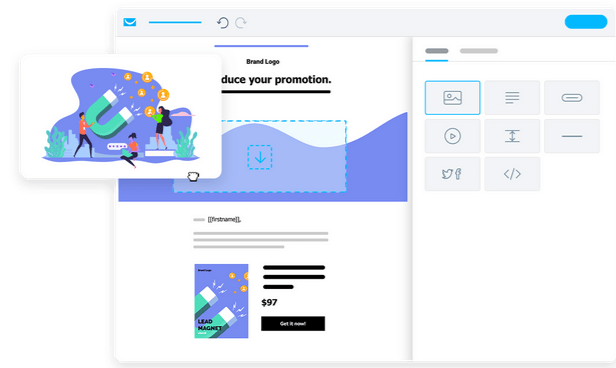
Your team

Market position

Automate your business across all these channels

Create and **manage** immersive, automated omnichannel marketing campaigns across all your channels — from one tool, **GetResponse MAX**
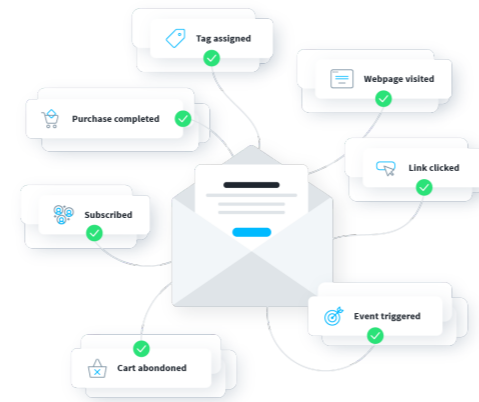
Web push notifications ✓

✓ SMS marketing

3rd party integrations ✓

✓ Automated email campaigns

Autoresponders ✓

✓ Dedicated landing pages

Email marketing ✓

✓ Transactional emails

✓ Live & on-demand webinars

Intuitive, no experience needed solutions

Email creator

Build **professional, responsive emails** without complicated HTML

Automated workflow builder
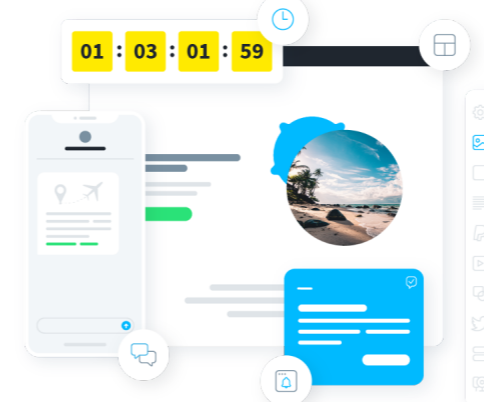
Build **sophisticated automated campaigns** with ease

Landing pages
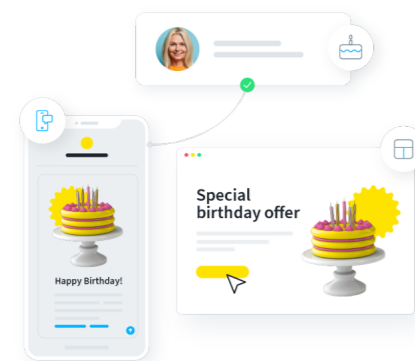
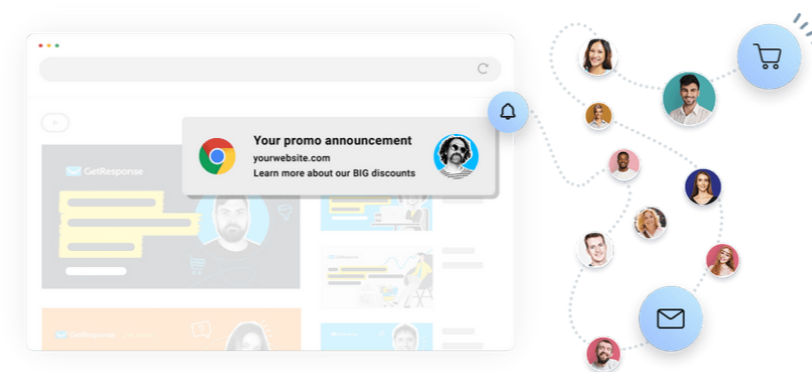Create **one-page websites** optimized for both conversion and mobile

Sign up forms

Create **embeddable sign-up forms** that trigger automated marketing campaigns

SMS Marketing
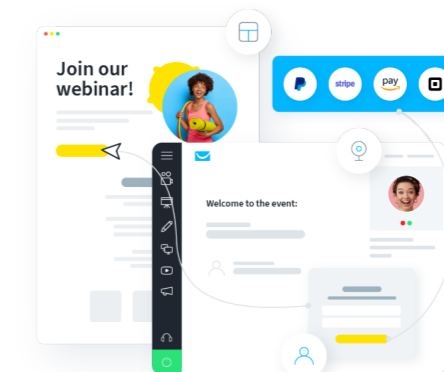
Create, manage, and **send SMS messages** to your contacts

Web Push Notifications

Design and **launch push notifications** to your contacts' desktop in minutes

Webinars

Launch interactive **live** or **on-demand experiences**

What we do at a glance

Get a quick view of what we do **best!**

① COLLECT DATA

Ecommerce
(transactions, products)
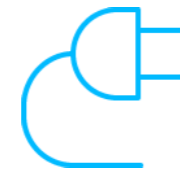
Integrations
(CRM, ecommerce, ERP)

Communication
(email, push, sms)

Website
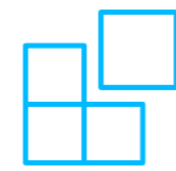(visits, forms)
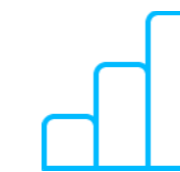
API

Offline

② CONSOLIDATE & PERSONALIZE

Dynamic segmentation

Automation workflows

Lists & contacts

Analytics

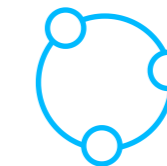**Personalization**

② COMMUNICATE ACROSS CHANNELS

Email

Webinars

Web push

Chat

SMS

Webhooks

Social media

Marketing automation

Put your businesses **growth** on autopilot

Connect all your channels in one place

Create seamless experiences across all your marketing channels using our drag-and-drop workflow builder.

Create campaigns across multiple channels, including:

- Email marketing
- SMS marketing
- Live webinar events
- Web push notifications
- 3rd-party integrations

Proven playbooks no matter your industry

Roll out **intuitive, conversion** optimized customer experiences in a matter of minutes
– with our library of ready-to-go workflow templates.

Perfectly timed omnichannel campaigns

Create automated campaigns using **event based triggers.** Ensuring you communicate with your contacts at the time they're **most likely to convert.**

Event-based marketing can help you:

- Win back more customers
- Recover abandoned carts
- Confirm order details
- Resolve billing issues
- Re-engage lost page visitors

Exclusively available to MAX² customers

Marketing automation
Expert session

Sit down with one of our experts (1 session per month) and learn how to **unlock the power of marketing automation.**

- Contact enters Welcome segment
- Send welcome discount email
- Contact purchase made
- Wait 4 days
- Customer enters Win back segment
- Send recommended products
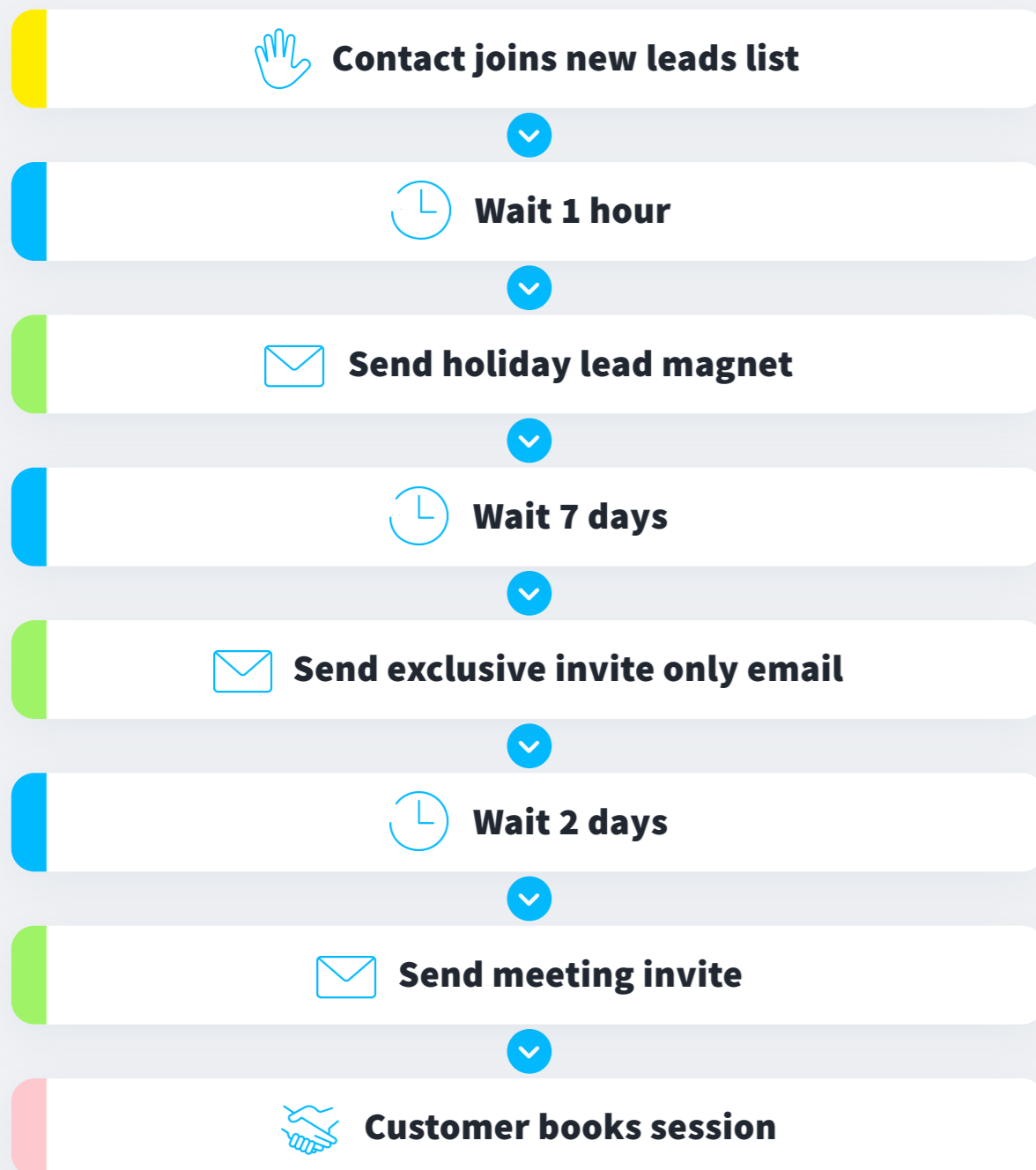- Customer's 2nd purchase made

Automation for everyone

Whether you're looking to create engaging omnichannel experiences, or a simple drip campaign – we've got the solution.

Autoresponders

Intuitive automation triggered by new contacts

- Contact joins new leads list
- Wait 1 hour
- Send holiday lead magnet
- Wait 7 days
- Send exclusive invite only email
- Wait 2 days
- Send meeting invite
- Customer books session

Automation

Workflow builder for sophisticated customer journeys

- Contact signs up via webinar landing page
- Is contact in the US? — **yes** → Send US store intro — **no** → Send EU store intro
- Wait 2 days
- Did contact purchase yet?
- Did contact open email? — **yes** → Send re-engage web push notification — **no** → Send discount email
- Customer's 1st purchase made

Segment your contacts

Organize your customers based on their actions.

Let automation do the **hard work**

Get rid of lengthy manual segmentation processes. Automatically move, update, and apply custom attributes to your contacts via **automation workflows.**
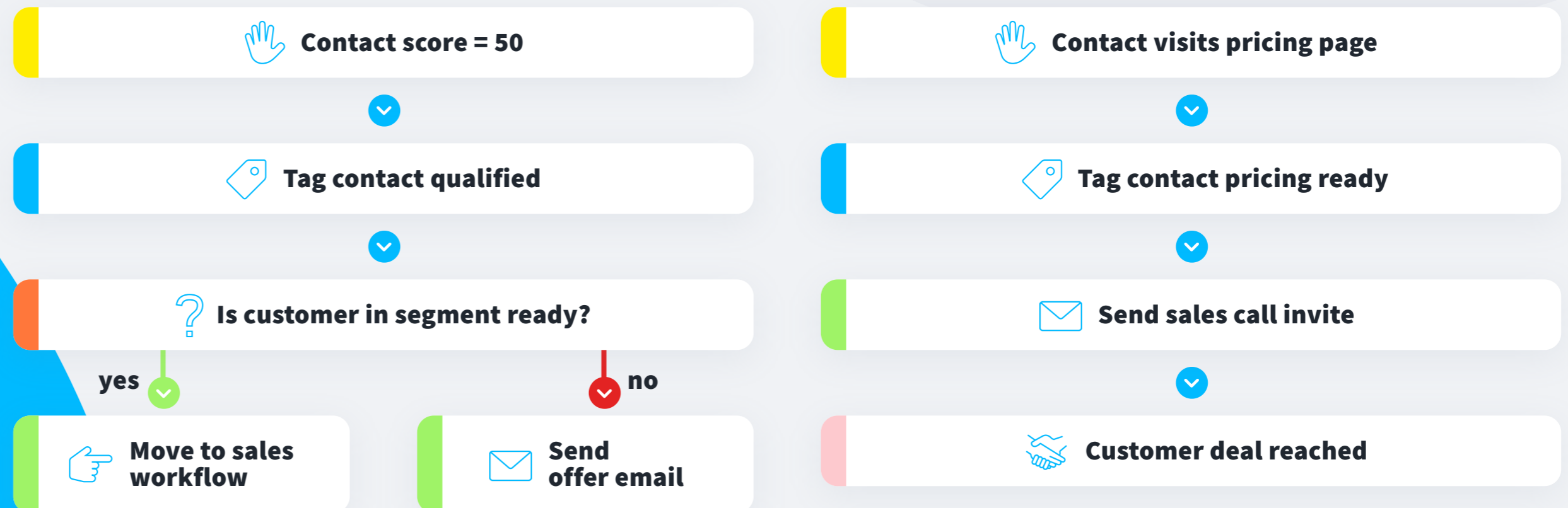
Ready-to-go segmentation

GetResponse MAX customers get access to a range of predesigned automation templates. Designed to help you **segment, score** and **organize** your contact lists. All you have to do is hit **publish.**

Customer

Engaged

Email open

Templates available

Qualify leads automatically

Use automation to **score** and **qualify** leads before you or your sales team even make first contact.

Ensure you're talking to your prospects when they are **most likely to convert!** Use intuitive segmentation to continue to nurture them until they are ready!

Contact score = 50

Tag contact qualified

Is customer in segment ready?

yes

no

Move to sales workflow

Send offer email

Contact visits pricing page

Tag contact pricing ready

Send sales call invite

Customer deal reached

Full stack automation

Triggers

Subscribed via...

Link clicked?

Message opened?

Special occasion

Custom field changed?

Message sent?

Contact copied or moved to another list?

Consent status updated?

Landing page visited?

Score given?

Tag assigned?

Custom event fired?

Ecommerce triggers

Contact purchased?

Cart abandoned?

Visited URL?

Billing status changed?

Custom event fired?

Omnichannel actions

Send Email

Send SMS

Send Web Push notification

Move/copy to workflow

Wait

Segmentation actions

Apply custom field

Tag

Give score

Copy/move to list

Remove contact

Filters

Is in segment?

Is in list?

Range/amount

Consent status

Workflow splitter

Unique # of contacts

Email marketing

2M emails/hour

with GetResponse you can send 2M emails per hour while maintaining the highest deliverability.

Drag-and-drop editor

Build **professional-looking** emails

Start from one of our **hundreds of professionally designed email templates,** or create your own from scratch.

Design great-looking emails with an **intuitive drag-and-drop email editor** or use our custom HTML editor for even more control.

Email scheduling

Getting your **emails opened** has never been so easy

Ensure your emails land in your contacts inbox at the moment they're most likely to open it.

Schedule your emails with powerful features, including:

🕐 **Perfect timing** – data-driven email delivery

🕐 **Time travel** – deliver your emails at an exact time, no matter where your customers are
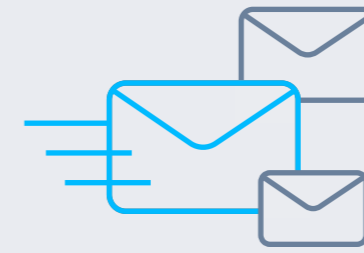
Packed with **powerful features:**

[...] **Dynamic content** – deliver personalized campaigns with **dynamic text** and **content**

🧪 **A/B tests** – put your emails to the test with our built-in A/B testing feature

🛒 **Ecommerce blocks** – automatically **sell** and **recommend** your products via email

🖼 **Shared templates** – use your **best performing email templates** across your entire email suite

📊 **Advanced analytics** – **analyze your email performance** in seconds

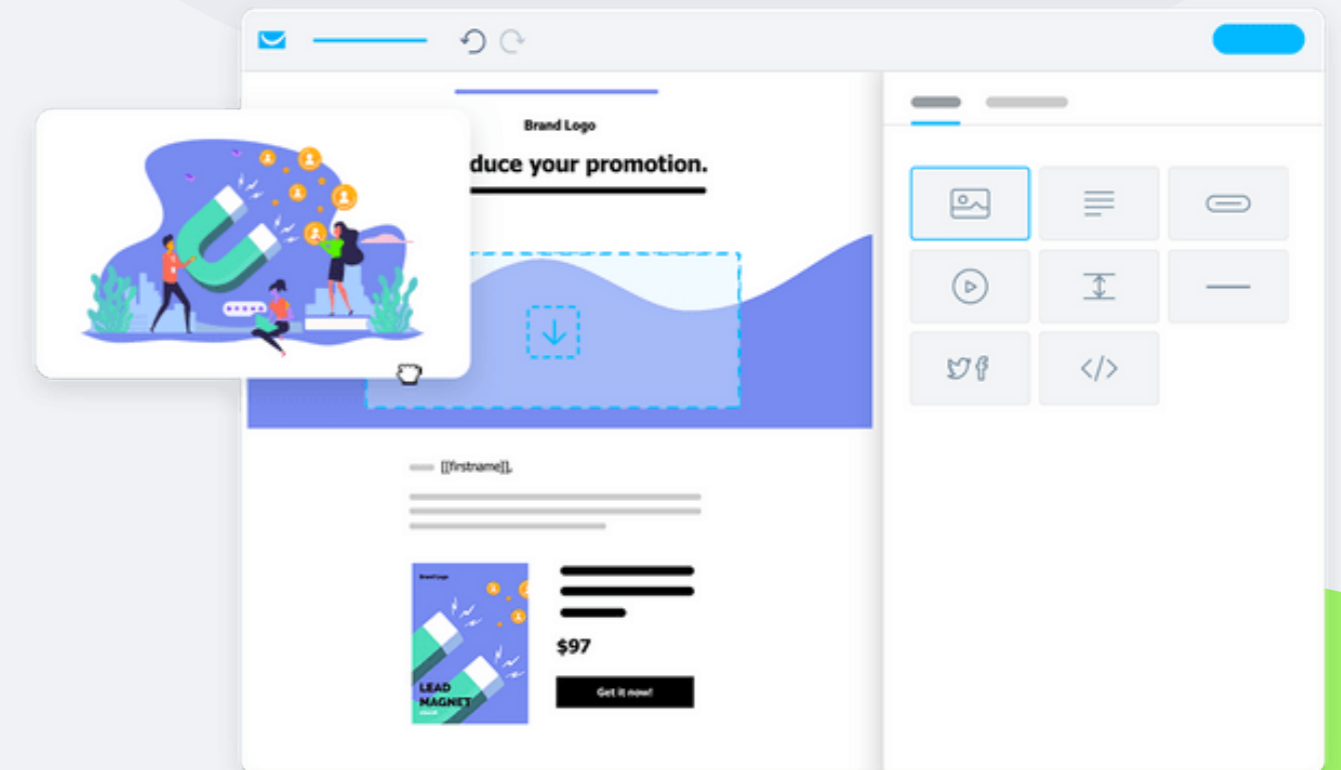### Over **2 million free images from**

shutterst⚫ck®

Choose from an extensive library (without leaving the email creator) of carefully selected, **HD stock images,** available exclusively across our email marketing tools.

Exclusively available to MAX² customers
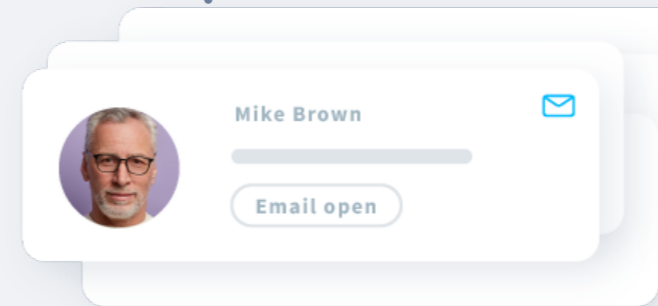
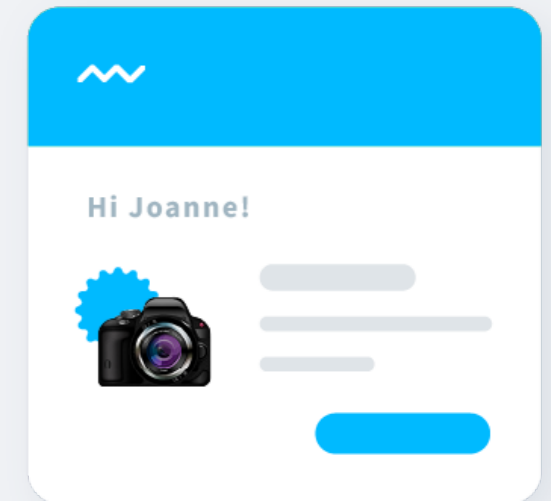**Unlimited emails** with 99% deliverability

Transactional emails

Exclusively available to MAX² customers

Send, sell, and convert
from one platform

Connect your CMS or ecommerce platform to GetResponse to **send important emails** that are guaranteed to land in your customers inbox.

Joanne Smith
Customer

4:00 PM

Hi Joanne!

Mike Brown
Email open

8:00 PM

Hi Mike!
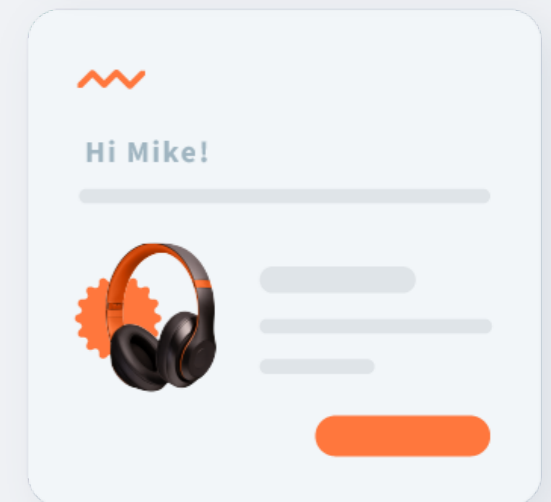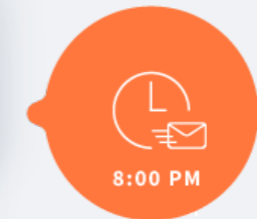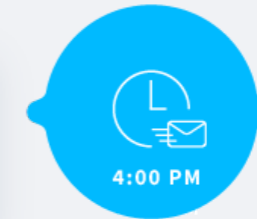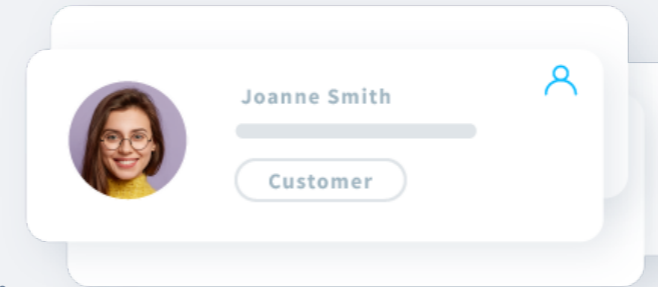
Transactional emails
helps you:

> **Recover lost sales**

> **Confirm customer orders and order status changes**

> **Welcome new registrations**

> **Update customer billing details**

> **Gather customer feedback**

> **and much more!**

> **Easy setup** and **configuration** with SMTP – or our robust open API

> **Integrate** with popular **ecommerce** platforms, **booking** systems, **CMS,** and more

> **Complete analytics** in an intuitive dashboard with the most important metrics, including opens, clicks and bounces

> **Top email deliverability** thanks to our reliable infrastructure and partnerships with ISPs like Yahoo!, Outlook.com, and others

> **Full authentication** to the highest industry standards (SPF, DKIM)

> **Simple,** scalable usage plans

Forms and landing pages

Generate more **qualified leads** for your business.

Drag-and-drop editor

Create campaigns that convert

Get **even more leads** by sending prospects to a page built to convert them – no matter what device they're using

Run **one-click a/b tests** to maximize your campaign's ROI. Monitor their success with native analytics integrations, including **Google Analytics.**

Upto 1,000 attendees with MAX²

Get more **webinar signups**

Connect your marketing tools in just one click with **integrated** webinar forms.

Trigger an automated webinar email sequence, built to **maximise attendance** with little to no effort. Or send your prospects directly to a pre-recorded HD **on-demand webinar.**

Ecommerce optimized

Generate **real money**

Drag-and-drop your products directly onto your landing pages.

Reduce friction in your sales process by offering your products and services front and centre

Drag-and-drop editor

Turn website visitors into leads

Add a form to your own website to ensure you never miss a potential customer again.

Customize your sign-up forms to **increase conversion** and gather **actionable data.**

Capture your page visitors attention with **triggered popup** and **scroll forms.**

Create connected experiences

Integrate your favorite tools directly to your landing pages to optimize conversion.

Retarget lost page visitors with built-in tracking pixels from top players like Google and Facebook.

Over **2 million free images from**

shutterstock®

Choose from an extensive library (without leaving your landing page and forms editor) of carefully selected, HD stock images. Available exclusively across our email marketing and lead gen tools.
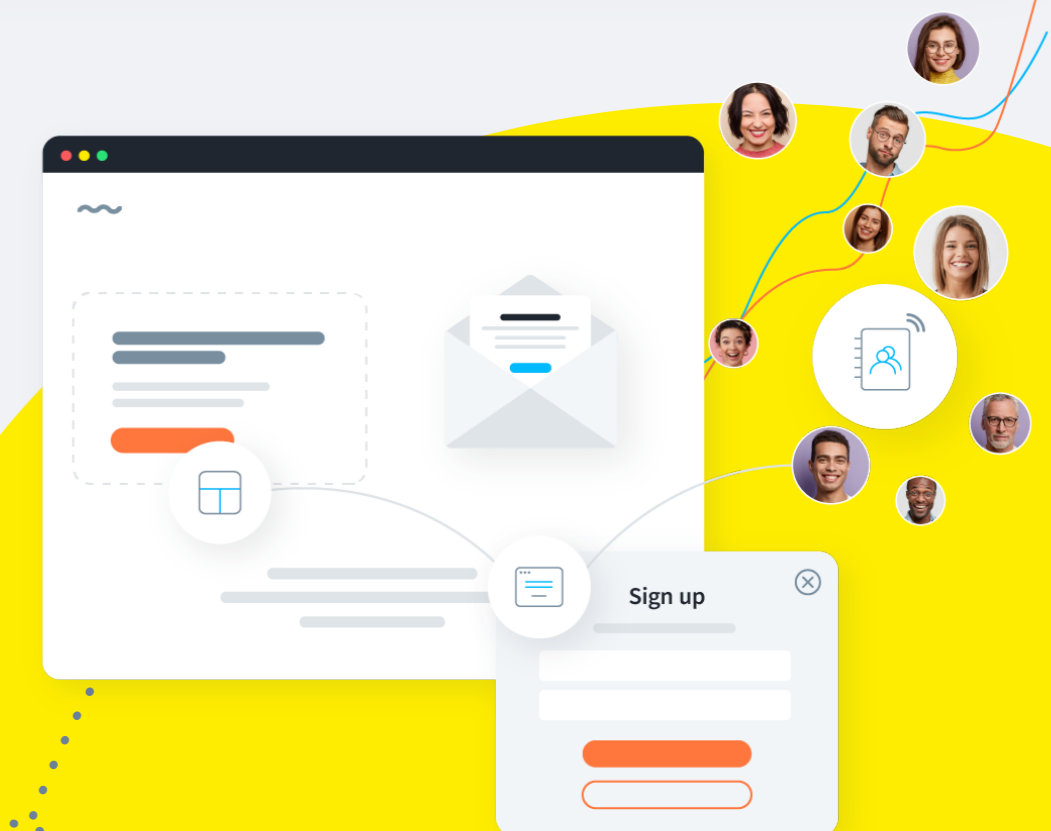
Choose from hundreds of predesigned templates

Dynamic segmentation

Dynamic, **data-driven** list management.

Automatically segment contacts

Manage your contacts details whilst they travel through your curated marketing automation experiences.

Automatically **add, copy,** and **delete** tags, custom fields, and assign scores to your contacts based on their actions.

Ready to go segments

Create **quick segments** in one click based on how your contacts engage with your marketing campaigns.

Re-engage non-openers with a follow-up email in just one click!

Turn anonymous signups into **well-developed personas**

Get a complete overview of your contacts using their unique **Contact card.**

See the **campaigns that were sent,** the **emails they opened,** the **custom events** they've fired, and manage the **custom fields** and **tags** they've been assigned - all in one place!

Organize your contacts

Automatically add your contacts to dynamic segments as your list grows by assigning them custom fields and tags.

Add them during your **initial upload,** in **bulk batches** or **on-the-go from** inside their contact card.

Re-engage unengaged subscribers

We automatically monitor your contacts individual engagement across **all your campaigns.** So you can see when they've stopped opening and engaging with your campaigns.

Win back subscribers and get more customers, with this quick segmentation trick.
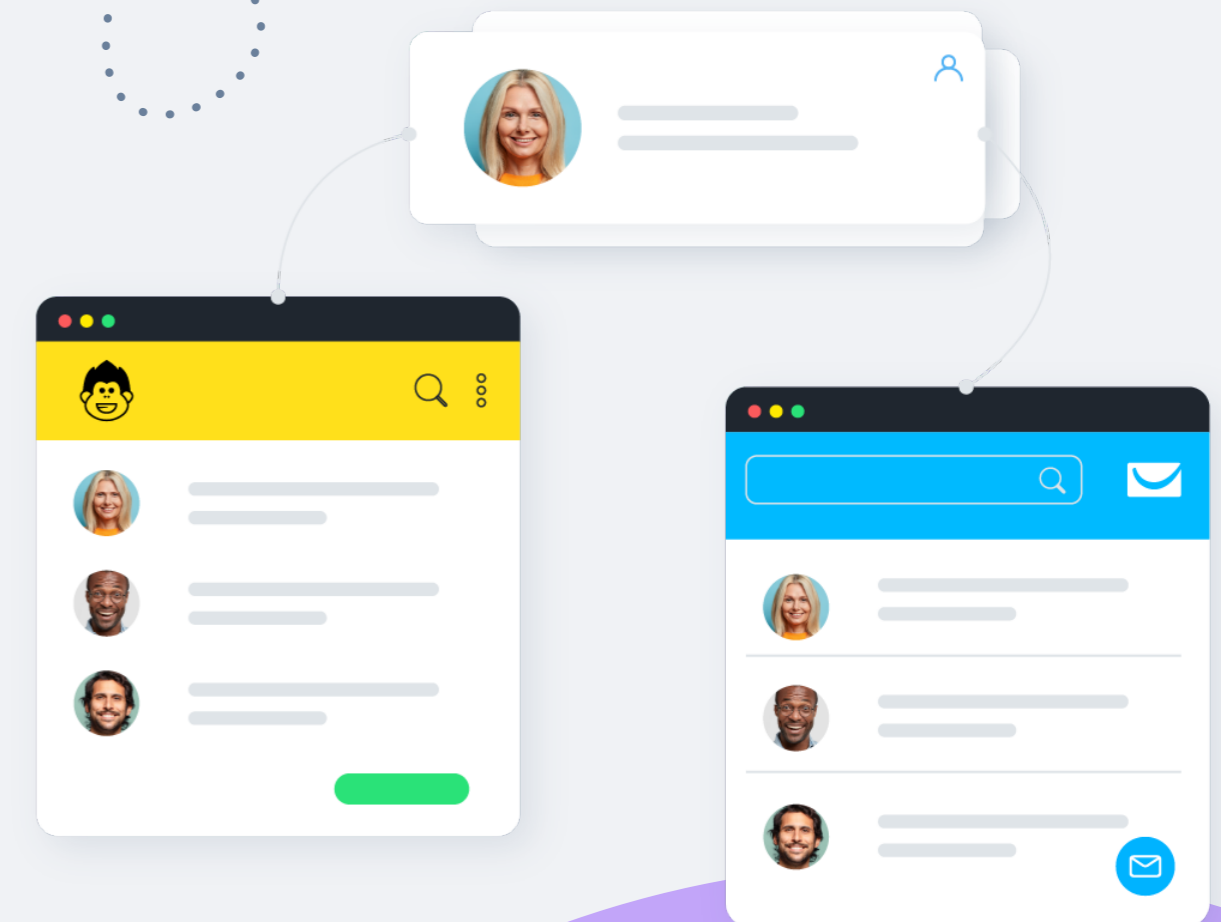
Moving from another platform? Easy.

Import your contact lists from around **20 different sources.**

› **Upload a file** from your computer

› **Add contacts manually** or copy and paste

› **Integrate with tools** you're already using

› Or use our dedicated server for **bigger uploads**

Advanced analytics
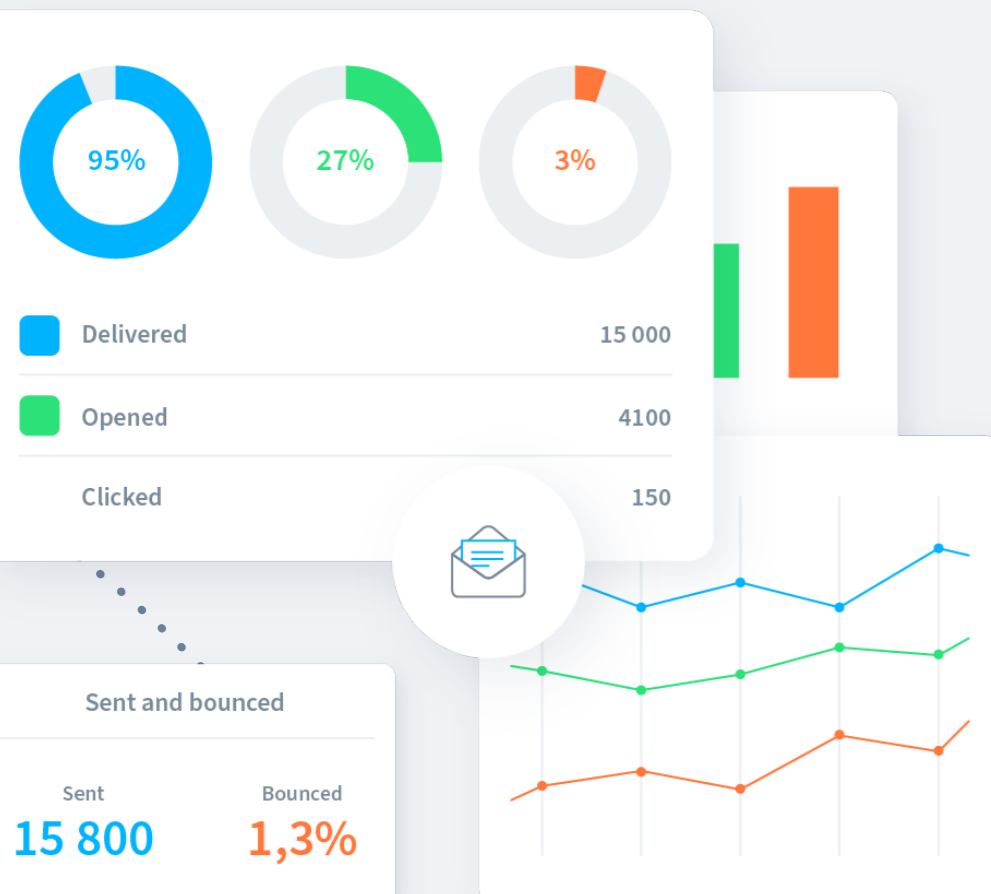
Powerful tools require **intelligent reporting.**

Your campaign data is **secure**

Store integral data about your contacts and campaigns in one secure platform.

Export the data you want to share with key stakeholders in a matter of clicks.

Create shareable reports, bespoke to your business goals and ready in just a few clicks.

Make **data-driven** business decisions

Get instant access to the metrics that matter most to your businesses success with our **dedicated reports dashboard.**

Learn which of your campaigns or sign-up sources lead to the most amount of sales.

Maintain **healthy list growth**

Keep a close eye on your list growth with trend indicators and get easy access to the sign-up sources and campaigns causing your business the most unsubscribes.

React in real-time with Reports.
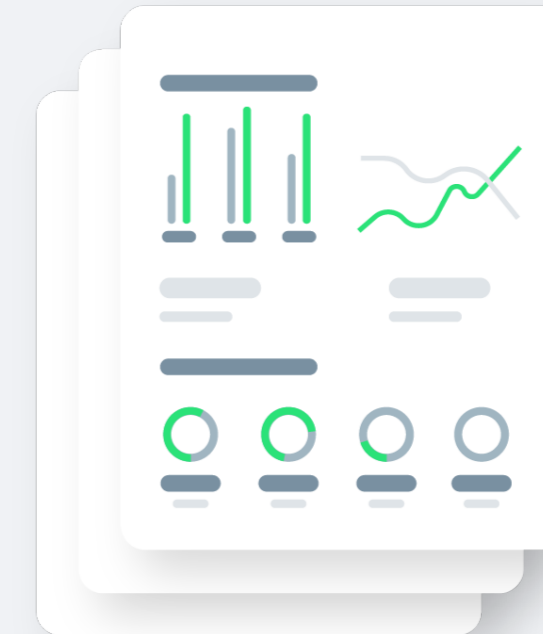
Monitor your **business goals**

No two businesses are the same.

Set your goals and watch in real-time as you achieve them.

95%

27%

3%

Delivered   15 000

Opened   4100

Clicked   150

Sent and bounced

Sent   Bounced
15 800   **1,3%**

See what gets **contacts clicking**

See exactly what gets your contacts clicking with **Click maps** - a visual experience that allows you to discover, at a glance, what really gets your contacts' attention.

Real-time revenue

Integrated with an **ecommerce store?** Check out our reports!

See important metrics like:

› **Revenue** generated

› Average **order value**

› # of **orders**

› Customer history

Webinars

Generate more leads with **live, interactive** and **on-demand** experiences.

Everything you need
to run a successful webinar

(no download required - 100% online)

Generate sign-ups via webinar optimized landing pages

Host a live webinar in HD

Follow up with attendees automatically and share exclusive offer

Follow up with non-attendees automatically and share on-demand recording

Share exclusive offer with those who opened recording email

Customer purchases product or service

Join our webinar!

Get more with MAX²

Get up to 1,000 attendees as part of your **MAX²** plan.
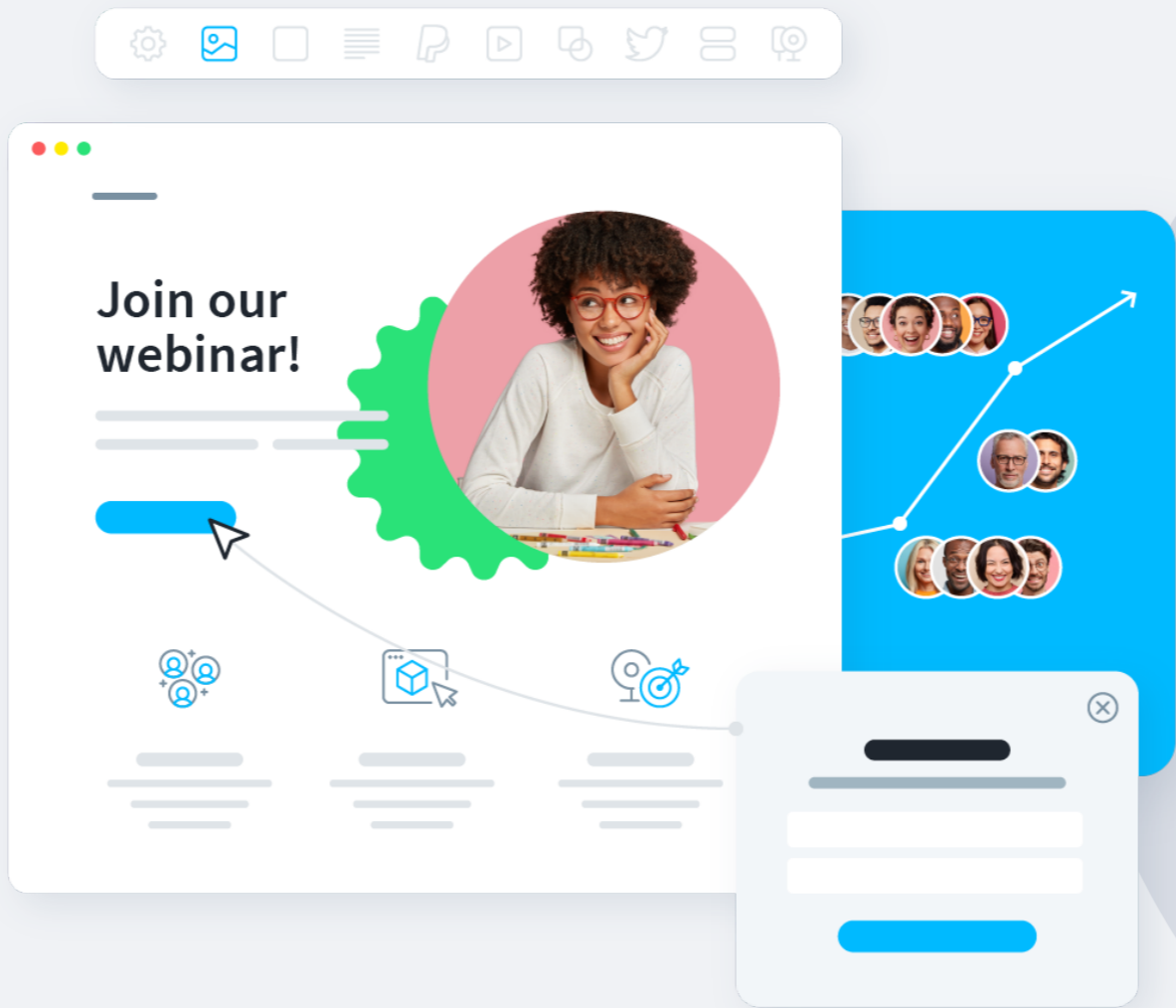
Expand your reach

Livestream your webinar on multiple platforms at the same time, including:

facebook

▶ YouTube

Generate sales live

Reduce friction in your sales process with **customizable calls-to-action.**

Answer customer queries in real-time and increase revenue with crystal clear quality and moderated chat options.

Dynamic content

Create truly **personalized experiences** for your customers.

Build your own **conditions**

Your customers, your choice.

Build sophisticated customer journeys based on your conditions by connecting your data with our powerful marketing tools.

Automatically increase **click rates**

Get more leads in front of your offers with **dynamic calls-to-action.**

Adapt your CTAs automatically to ensure you get more clicks when it matters most.

Run data-driven **experiments**

Run complex, dynamic experiments with your content – without breaking a sweat!

Get creative with custom HTML testing, or test personalized vs generic automatically.

Run **real-time campaigns**

React to your customers with automated emails that adapt to your customers in real-time.

Create more personal relationships with new and loyal customers with laser focused customized campaigns.

One email - thousands of possibilities

Deliver unique experiences to **every single customer** with truly dynamic content.

Send alternative versions of the same email automatically. Tailor your content to match your recipients behaviors and interests.

Dynamic content **helps you:**

> **Update customers** on changed pricing

> **Recommend** products and upsell

> Build **better,** more **personal** relationships

> **Promote better offers** at the right time

> **Plus** much, much more - let's get creative!

Customer

Engaged

32:15:24
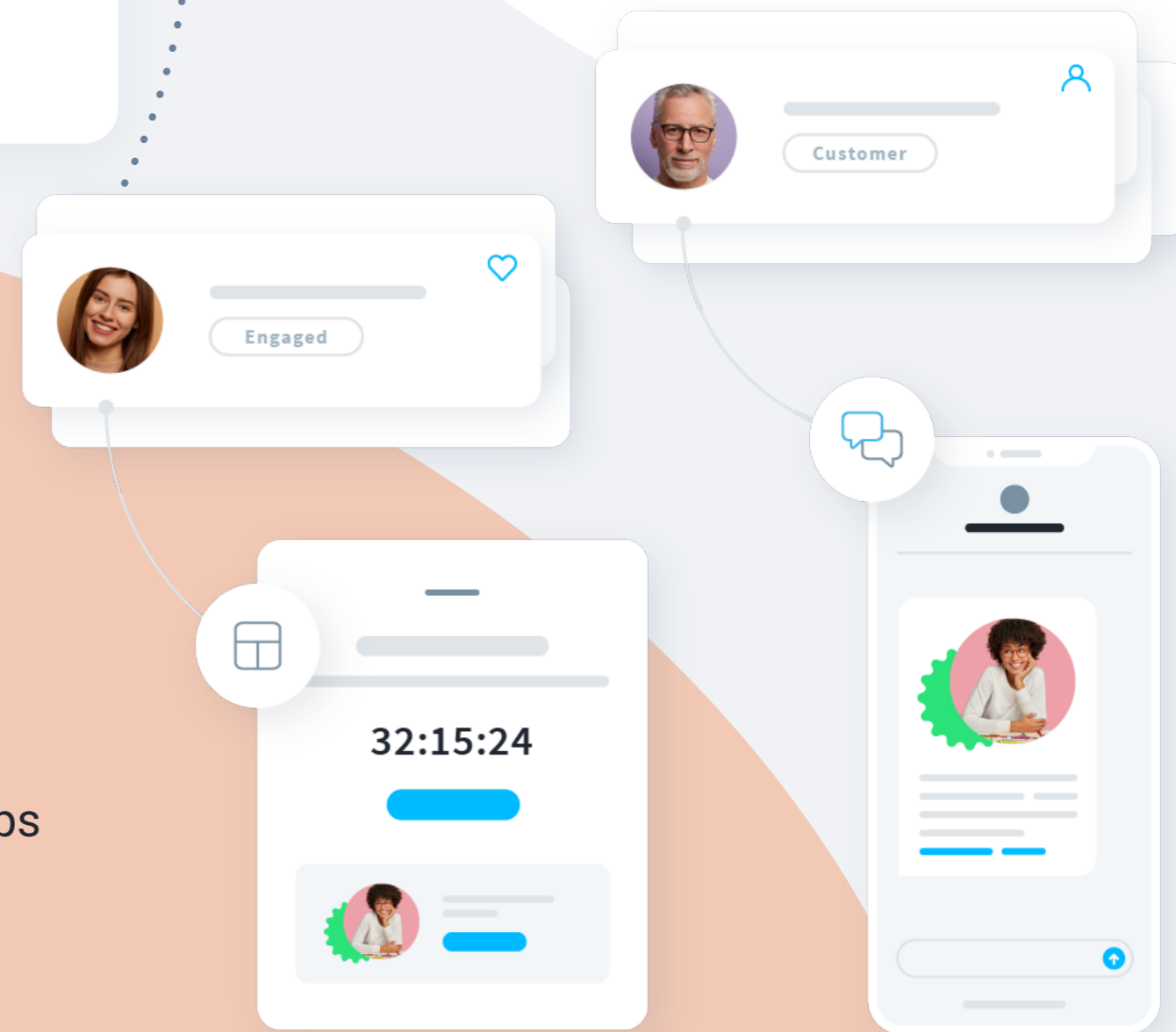
Bring more customers back

Create **automated omnichannel experiences,** or send one-time campaigns using **Web Push notifications** and **SMS Marketing.**

Get 5,000 free SMS credits with MAX²

Contact leaves website - no purchase data

Send abandoned cart web push notification

Wait 1 day

Did contact purchase yet?

Send promotional SMS

Customers 1st purchase made

Send loyalty email

Web Push — Dynamic segment - SMS or Web Push — SMS

Send reminder web push notification

Send reminder SMS

Customers 2nd purchase made

Why Web Push?

Because you ask your customers permission to push these sorts of notifications, you can be sure they **want** to hear from you!

You can also be certain they're **already online, increasing the chance that they'll convert**
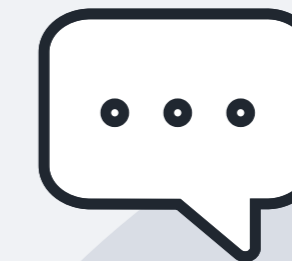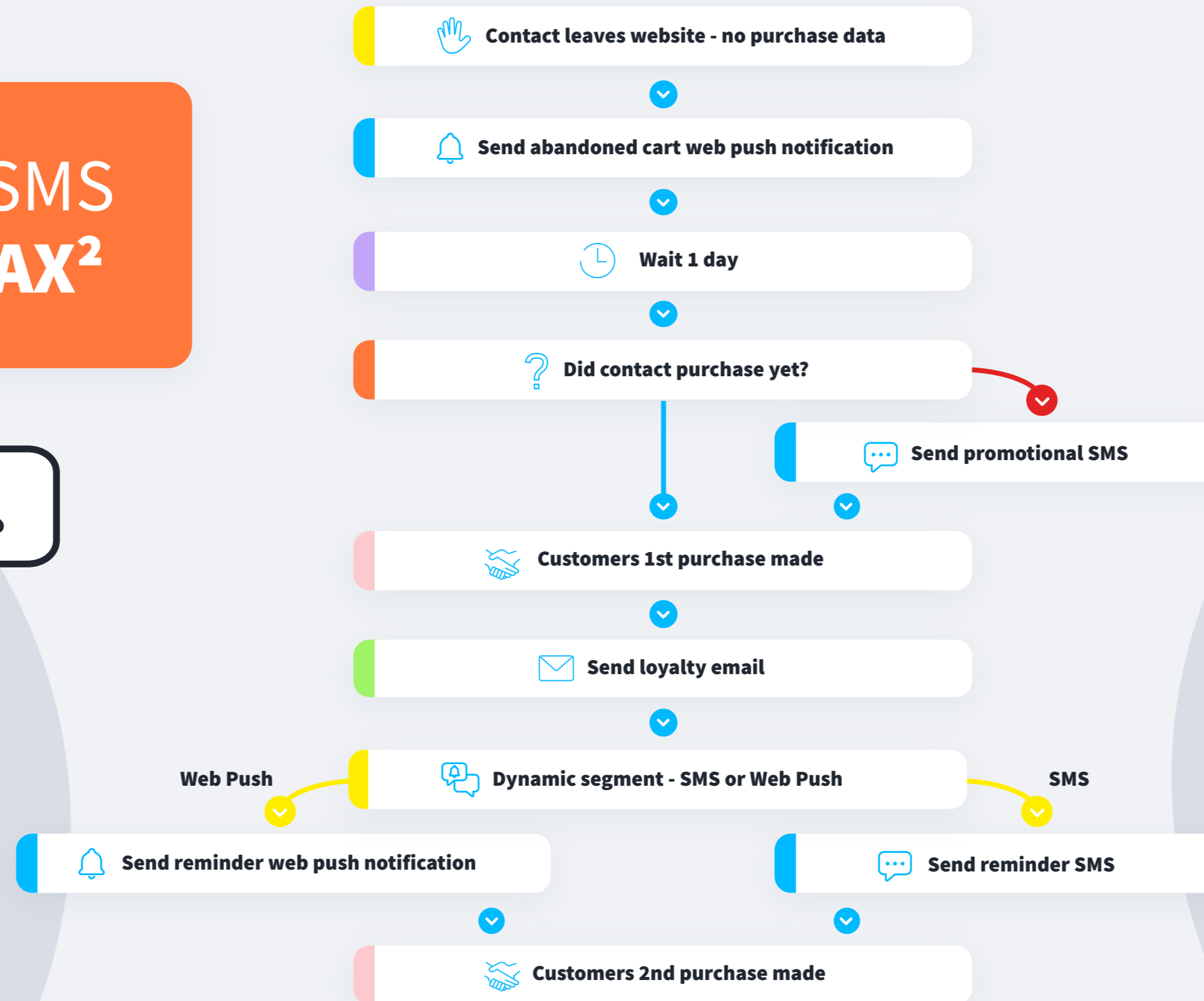
Why SMS?

SMS campaigns are **guaranteed** to land in front of your customers.

They boast impressive open rates and require you to get right to the point with your sales offer

Ecommerce Integrations

Tons of native integrations to help you **sell more** and **win back** more customers.

WOO

PrestaShop

shopware

BIGCOMMERCE

shopify

Magento

Drive more sales to your ecommerce store and convert
even more customers by managing all your efforts under one roof.

Featured Integrations

Scale your marketing efforts and **enable more sales** with these natively built sales and CRM-based integrations.

salesforce

With this integration you can:

- Set up **regular imports** to your contact list or
- **Add n**ew leads and **update** existing leads
- **Dynamically segment** your salesforce leads with custom fields at the point of import
- Add leads to your **automated email series** automatically
- **Extend the integration** across all your lists,
- Set up a **two-way sync**

With this integration you can:

- **Send campaigns** from GetResponse or Microsoft Dynamics seamlessly
- **Analyze** important marketing metrics
- Send contact **events, tags,** and more directly to your CRM
- **Qualify leads** based on their reaction to your campaigns
- **Trigger automated campaigns** based on user
- Set up a **two-way sync**

Microsoft Dynamics 365

More secure with MAX²

SSO Single Sign On Exclusively part of your **MAX² plan**

API integrations

Connect (pretty much) **anything** to your marketing channels with the **GetResponse API** – included in all **GR MAX** plans

Connecting to our API can help you:

- Connect your **CRM**
- Connect your **store**
- **Sync up** with other marketing channels
- **Leverage your marketing activities** outside of GetResponse
- Build your own conditions for **automated campaigns**
- Create additional dashboards to **monitor your brands marketing efforts**
- or something else, get creative!

With an API connection like ours, the world is your oyster!

Why API?

You might want to use the API when we don't have an integration with your chosen 3rd-party tool, or to connect your own system to sync with your marketing efforts.

Share this with your IT / development team

Get more with MAX²

As a **MAX²** customer the possibilties are endless with:

- ✅ **API priority**
- ✅ **Enterprise-grade** API limits

Work with your Team

Work and grow alongside your team – with various levels of access

Your business, your rules.

Whether you work with **clients** or are using **GetResponse** we have a solution.

Each role is unique to your end user – build you account to match your structure, not ours.

Channel by channel access

Limit your clients or colleagues to the marketing tools and campaigns that they'll have an impact on.

Remove distractions or confidential campaigns from those who don't need access.
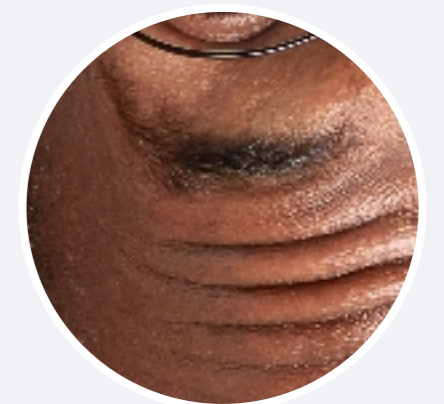
Grow with MAX²

Invite an **unlimited** number of team members with **MAX².**

You're in control!

Limit or give access in the click of a button.

Teams takes the hard work out of managing your account.

Meet our team

Get maximum ROI with our team of dedicated experts **– with you from day zero.**

Onboarding **tailored** to your needs

MAX

30 days

1 hour personal training session

1 progress review

Support - where & when

General customer support

24/7 live chat

Email support

MAX²

60 days

4 hours personal training session

Biweekly progress review

Custom business goal support

Marketing automation strategy consultation – once per month

Support - where & when

Dedicated CEM

24/7 live chat

Email + phone support

Slack support

Making life a whole lot **easier!**

During your first few weeks, we'll help you **make the most out** of your new Marketing suite.

It doesn't end there, you'll also have constant contact with your dedicated **Customer Experience Manager** (MAX²) – there to ensure you get support **when you need it the most!**

Compare your options

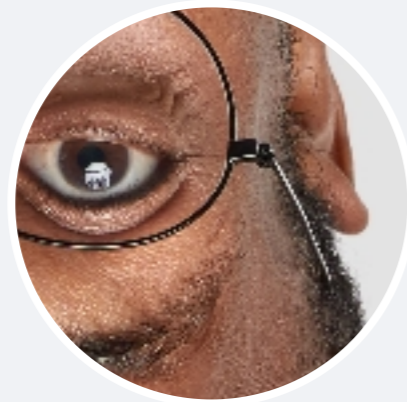|	**MAX** Solution for demanding users looking for advanced marketing features and reliable support.	**MAX²** All-inclusive solution with dedicated Customer Experience Manager (CEM) and infrastructure.
Customer Success ⓘ	General support	Dedicated CEM
Support Response Time	24H	Priority support
24/7 Live Chat Time	✓ YES	✓ YES
Email support	✓ YES	✓ YES
Phone and Slack support	NO	✓ YES
Quaterly Account Reviews	NO	✓ YES
Account Migration	3 items	10 items
Onboarding	30 days, 1h training, 1 progress review	60 days, 4h training, Bi-Weekly progress review, custom business goals support
Markting Automation strategy consultation	NO	✓ YES (1 per month)
Sending infrastructure	Shared IP pool*	Dedicated IP address(es)
Webinars plan ⓘ	500 attendees	1,000 attendees
Hierarchical Teams ⓘ	10 users	Unlimited users
Transactional emails ⓘ	NO	✓ YES
API Limits ⓘ	Standard API limits	Enterprise-grade API limits
SMS add-on ⓘ	YES (1,000 free SMSes included)	YES (5,000 free SMSes included)
SSO ⓘ	NO	✓ YES
FTP(S) for data sync & reports	NO	✓ YES
Email volume	15x list size	Unlimited

Trusted deliverability

We've been doing this for a while – you can trust us to get your emails where they need to be!

We do what it takes to get the **best possible email deliverability!**

By keeping your **emails out of spam folders,** you can also avoid blocklisting and a poor sender reputation.

Here's how we do it:

99.5% deliverability (measured by Return Path)

Add your domain to a public list of trusted senders

Assign you at least one dedicated IP address

Allow you to check the SPAM score of every message in advance

Instantly process opt-outs and bounces to keep your list clean

24/7 monitoring of your reputation and deliverability, by our ISP relationship management team

Offer you pre-warmed IPs to maintain high deliverability from day one

Get more with MAX²

Send **unlimited** emails and **dedicated** IP address(es) to scale your marketing efforts

Stay GDPR compliant And secure

Helping you stay **compliant** and in line with **international laws and regulations**.

Helping you stay **compliant**

Make consent an intuitive part of your newsletter and webinar signups using GDPR fields.

Manage all your contacts' consent information in a single dashboard.

Segment your contacts and create relevant marketing automation workflows based on their consent status.

Helping you stay **secure**

We use the same level of encryption as major banks. So rest assured your – and your contacts' – credit card information is safe and secure. Around the clock.

We use a Payment Card Industry (PCI)-compliant network to process, send and store data.

Our dedicated network is locked down with firewalls and monitored 24/7. And we keep it updated with the latest security patches.

We do daily data backups, stored in our secure data centers in various locations across the US and Europe.
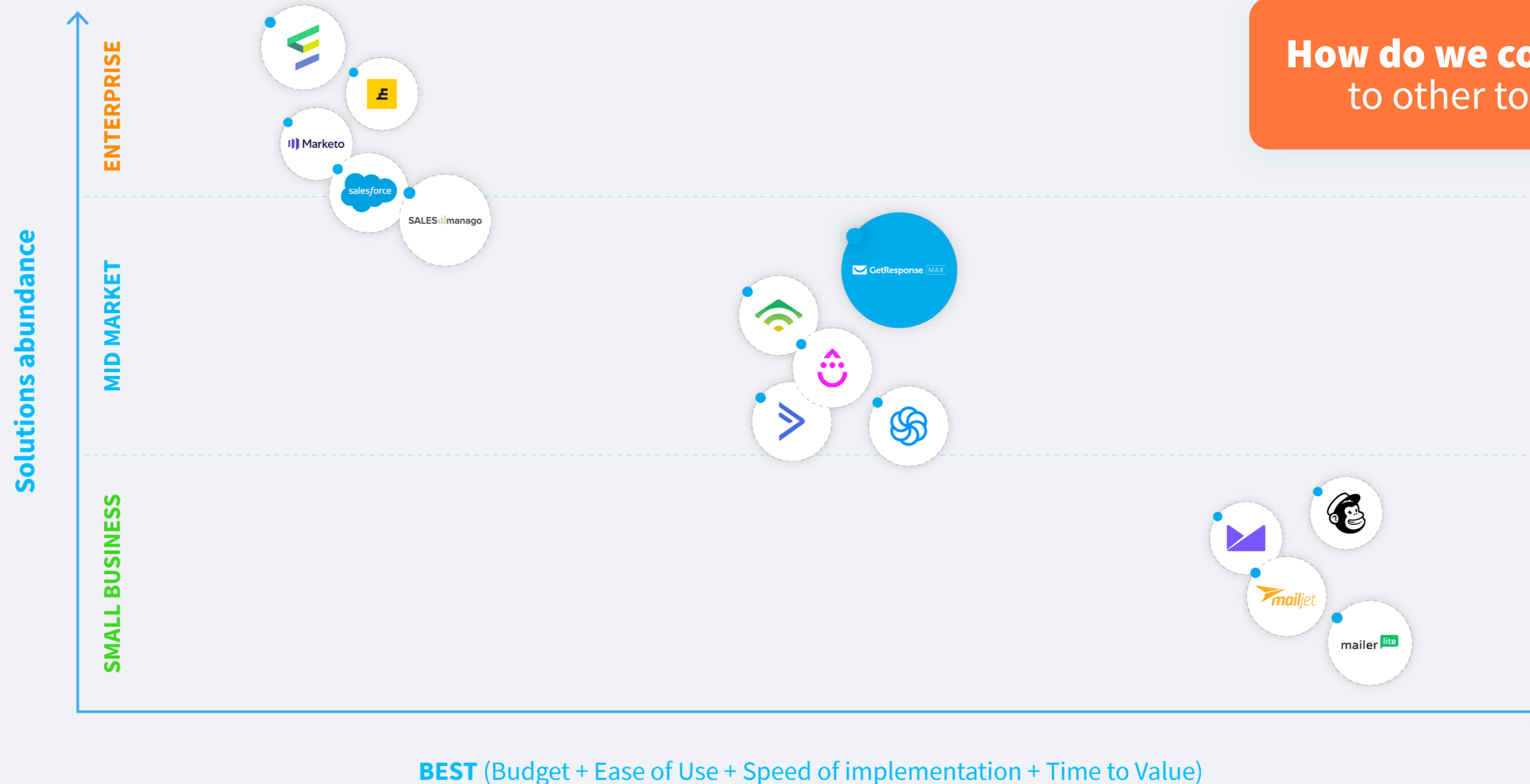
As an industry leader, we **comply with all international laws and regulations.**

Including the **GDPR** and **CAN-SPAM** Act. **We instantly remove unsubscribes and opt-outs from our database.**

Plus, we store data on each customer's **local server** – to comply with the specific data protection rules in their country.

Looking at our competitors?

We get it, we're not the only tool you're interested in!
So we thought we'd speed things up for you with this handy chart!

How do we compare to other tools?

Solutions abundance

ENTERPRISE

MID MARKET

SMALL BUSINESS

GetResponse MAX

Marketo

salesforce

SALES manago

mailjet

mailer lite

BEST (Budget + Ease of Use + Speed of implementation + Time to Value)

Who else do we work with?

We promise we're not just showing off – we're just
very proud of our customers.
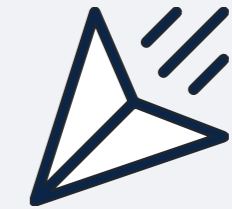
Trust us, we know what we're doing

A reputable online marketing service **you can trust!**

25
Years of experience

390+
Team members

6
Office locations

350K
Happy customers

195
Countries

3B
Emails sent monthly