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
What we’ll cover:

- What we do at a glance
- Marketing automation
- Email marketing
- Transactional emails
- Forms and Landing pages
- Dynamic segmentation
- Advanced analytics
- Webinars
- Dynamic content
- Omnichannel marketing
- Integrations & API
- Your team
- Our team + onboarding
- Compare plans
- Deliverability & GDPR
- 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
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)
   - Communication (email, push, sms)
   - Integrations (CRM, ecommerce, ERP)
   - Website (visits, forms)
   - API

2. **Consolidate & Personalize**
   - Dynamic segmentation
   - Automation workflows
   - Lists & contacts
   - Analytics
   - Personalization

3. **Communicate Across Channels**
   - Email
   - Webinars
   - Web push
   - Chat
   - SMS
   - Webhooks
   - Social media
Marketing automation
Put your businesses **growth** on autopilot

**Discover our features**

**Marketing automation**

**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.

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

**Autoresponders**
- 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**
- Contact signs up via webinar landing page
  - yes
  - Is contact in the US?
    - no
      - Send US store intro
      - Wait 2 days
      - Did contact purchase yet?
        - yes
        - Did contact open email?
          - no
        - Send re-engage web push notification
        - Send discount email
      - Send EU store intro
      - Wait 2 days
      - Did contact purchase yet?
        - yes
        - Did contact open email?
          - no
        - Send re-engage web push notification
        - Send discount email
      - Send re-engage web push notification
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**Intuitive automation triggered by new contacts**
Discover our features | Marketing automation

**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*.

**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!
## 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?

### Segmentation actions
- Apply custom field
- Tag
- Give score
- Copy/move to list
- Remove contact

### Omnichannel actions
- Send Email
- Send SMS
- Send Web Push notification
- Move/copy to workflow
- Wait

### Filters
- Is in segment?
- Is in list?
- Range/amount
- Consent status
- Workflow splitter
- Unique # of contacts
Discover our features

Email marketing

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

shutterstock

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

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

**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**
Discover our features

**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**

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

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Discourage your users from leaving your landing pages.

Are you seeing the number of page views dip?

Consider designing your landing page with pre-built templates.

We have dozens of landing pages that you can use straight away.

Just plug in your copy and you're ready to go.

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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.
Discover our features

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

**Marketing automation**

**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.

**Advanced analytics**

**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
Discover our features

Advanced analytics
Powerful tools require intelligent reporting.

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.

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.

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.

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.

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

**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

No two businesses are the same.
Set your goals and watch in real-time as you achieve them.
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

Expand your reach
Livestream your webinar on multiple platforms at the same time, including:
- Facebook
- YouTube

Get more with MAX²

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

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.
Discover our features

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.

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!

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.
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

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.

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.

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

With this integration you can:
- Set up regular imports to your contact list or
- Add new 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

More secure with MAX²

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!

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 possibilities 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 your 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

**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**

**MAX**

- General customer support
- 24/7 live chat
- Email support

**MAX²**

- 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 marketers looking for advanced marketing features and reliable support.

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<thead>
<tr>
<th>Feature</th>
<th>MAX</th>
<th>MAX²</th>
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<tbody>
<tr>
<td><strong>General support</strong></td>
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<tr>
<td>24H</td>
<td>YES</td>
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<td>Priority support</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>30 days, 1h training, 1 progress review</td>
<td>NO</td>
<td>NO</td>
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<tr>
<td><strong>Marketing Automation strategy consultation</strong></td>
<td>NO</td>
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<td><strong>Sending infrastructure</strong></td>
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<td><strong>Webinars plan</strong></td>
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<td><strong>Hierarchical Teams</strong></td>
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<td><strong>Transactional emails</strong></td>
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<td><strong>API Limits</strong></td>
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<td><strong>SMS add-on</strong></td>
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<td><strong>SSO</strong></td>
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<tr>
<td><strong>FTP(S) for data sync &amp; reports</strong></td>
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<td><strong>Email volume</strong></td>
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### MAX²

All-inclusive solution with dedicated Customer Experience Manager (CEM) and infrastructure.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>MAX²</th>
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<tr>
<td><strong>Dedicated CEM</strong></td>
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<td><strong>Priority support</strong></td>
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<td><strong>10 items</strong></td>
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<td>60 days, 4h training, Bi-Weekly progress review, custom business goals support</td>
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<tr>
<td><strong>YES (1 per month)</strong></td>
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<tr>
<td><strong>Dedicated IP address(es)</strong></td>
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<td><strong>1,000 attendees</strong></td>
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<td><strong>Unlimited users</strong></td>
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<td><strong>Enterprise-grade API limits</strong></td>
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<td><strong>YES</strong> (5,000 free SMSes included)</td>
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<tr>
<td><strong>Unlimited</strong></td>
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Trusted deliverability
We’ve been doing this for a while – you can trust us to get your emails where they need to be!

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

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.

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 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.

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.

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?

**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