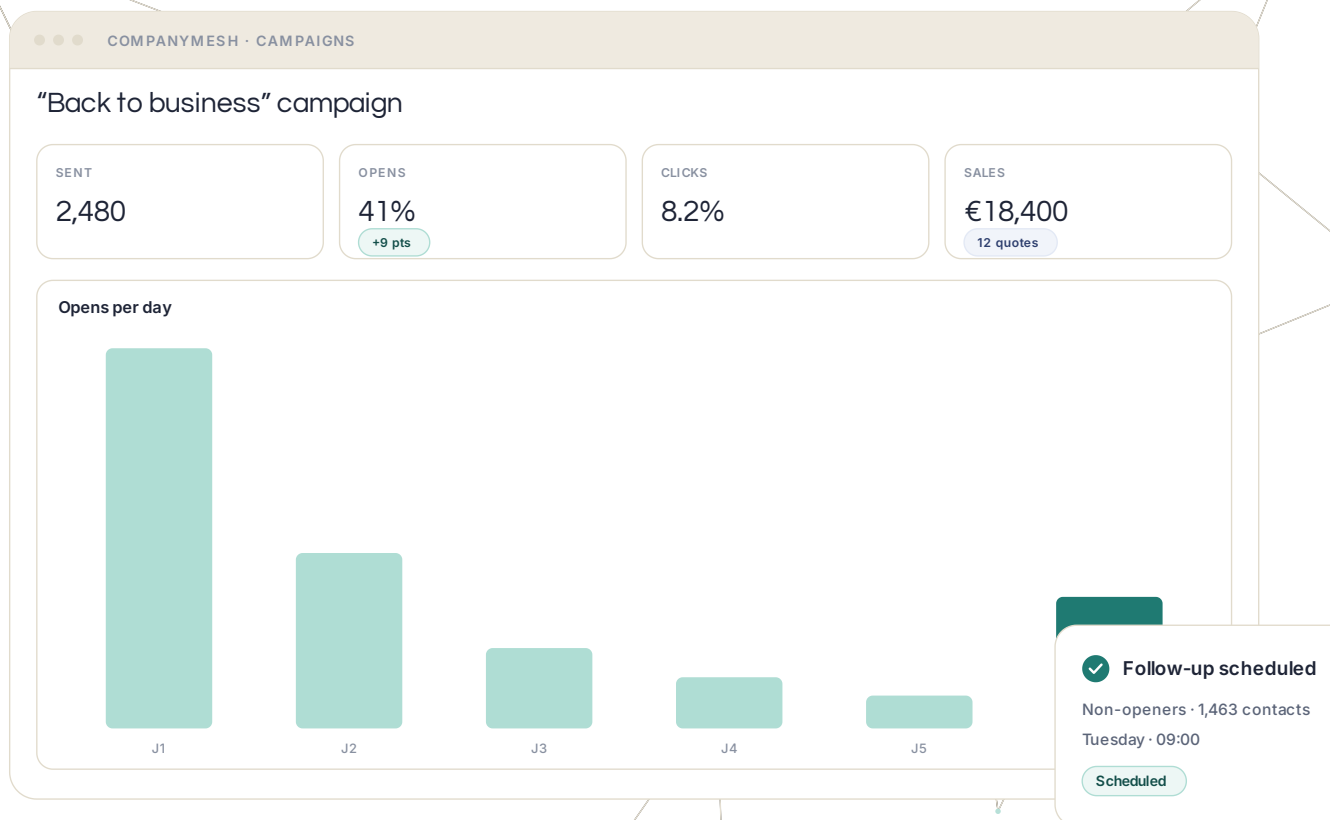


Marketing & campaigns

The right message, to the right customers, at the right time.



The right message, to the right customers, at the right time.

Your customer data is gold for your marketing. The Marketing & campaigns module turns your segments into mailing lists, sends email campaigns, runs your promotions and posts to social media, tracking results all the way to the sale.

Targeted campaigns

Lists built from real customer data.

Promotions under control

Codes, periods and conditions managed in one place.

A steady presence

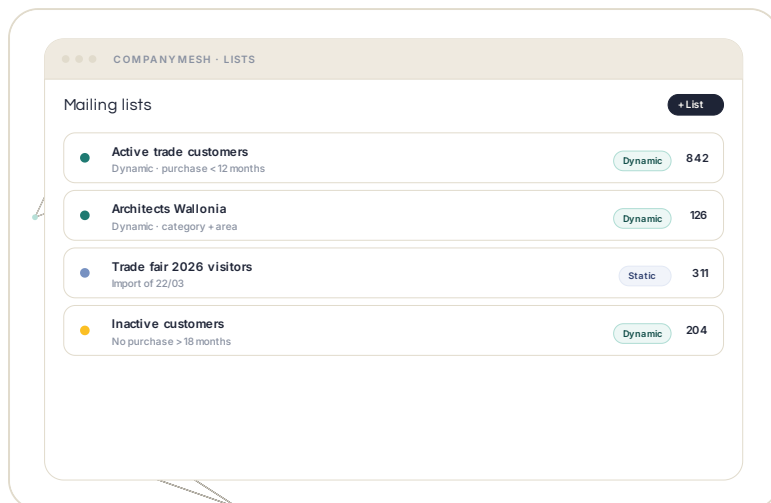
Scheduled posts across your networks.

Measured results

Opens, clicks and sales linked to every campaign.

In this module

- 1 Lists and segments
- 2 Email campaigns and newsletters
- 3 Promotions and offers
- 4 Social media
- 5 Campaign results



1 Lists and segments

Your targets, always up to date.

Build static or dynamic lists from any customer criterion. Dynamic lists update themselves whenever a customer enters or leaves the segment.

What it enables

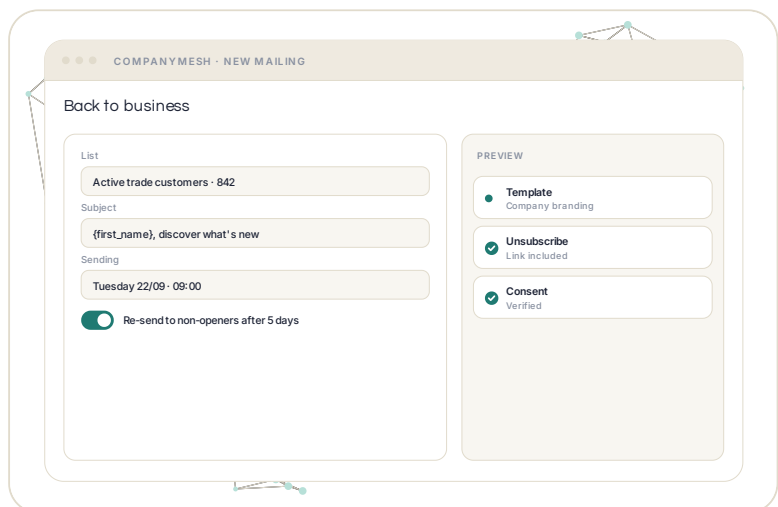
- Static and dynamic lists
- Consent and unsubscribe management
- Combinable criteria (sector, purchases, area...)
- Marketing contact import

2

Email campaigns and newsletters

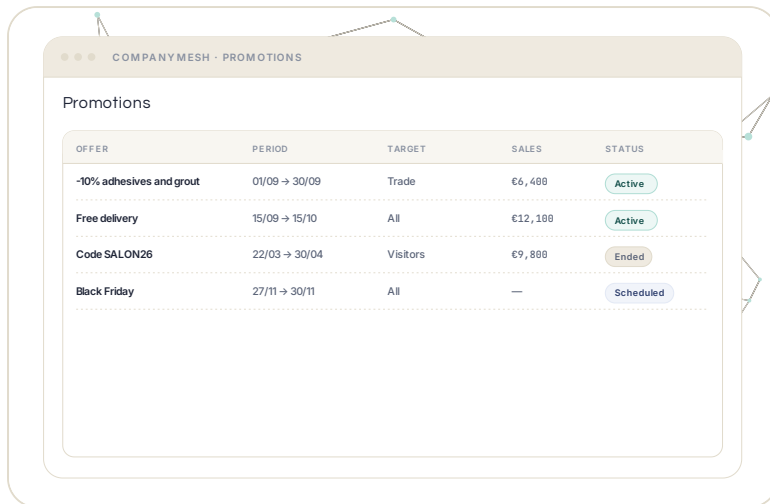
Professional mailings, without yet another tool.

Write your messages from templates in your house style, personalised with customer data. Schedule the send and track opens and clicks.



What it enables

- Templates in your brand identity
- Scheduled sending
- Personalisation by customer field
- Open and click statistics



COMPANYMESH · PROMOTIONS

Promotions

OFFER	PERIOD	TARGET	SALES	STATUS
-10% adhesives and grout	01/09 → 30/09	Trade	€6,488	Active
Free delivery	15/09 → 15/10	All	€12,188	Active
Code SALON26	22/03 → 30/04	Visitors	€9,888	Ended
Black Friday	27/11 → 30/11	All	—	Scheduled

3 Promotions and offers

Discounts that are controlled and measurable.

Create promotions with a period, conditions and eligible products. They apply in quotes, orders and your connected online shop.

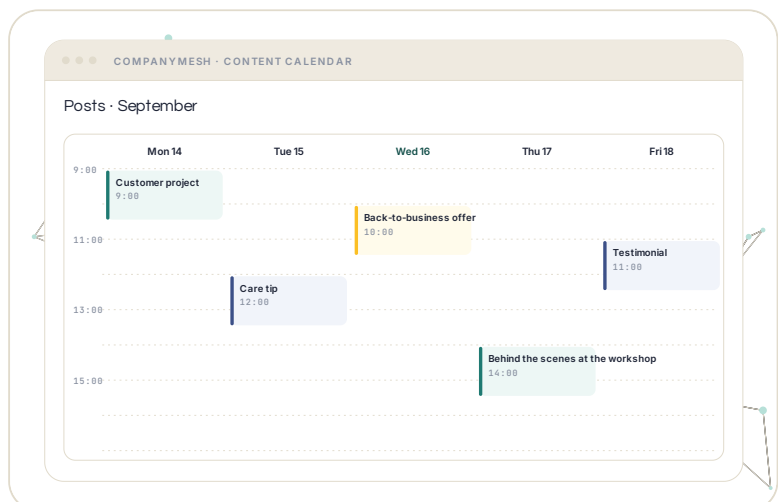
What it enables

- Promo codes and automatic offers
- Validity period and conditions
- Targeted products and customers
- Tracking of the sales generated

4 Social media

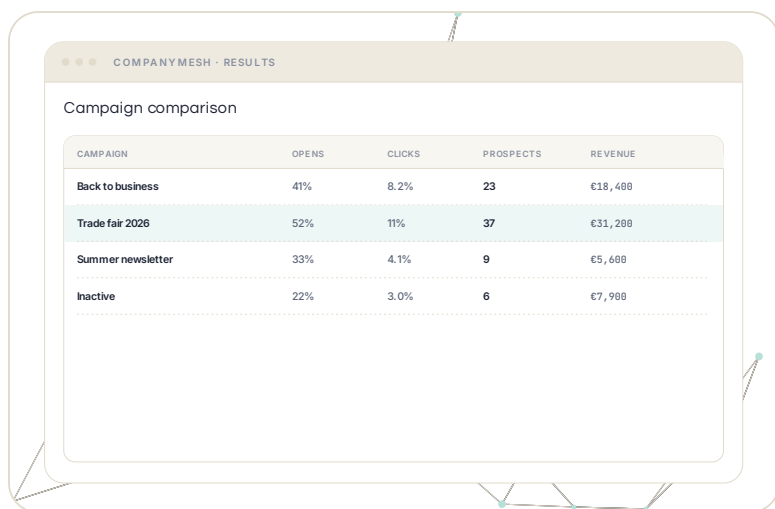
Post and schedule straight from the tool.

Prepare your posts, schedule them across several networks and see all the reactions in one place. Enquiries received by message become leads.



What it enables

- Editorial calendar
- Multi-network publishing
- Interaction tracking
- Incoming messages turned into leads



CAMPAIGN	OPENS	CLICKS	PROSPECTS	REVENUE
Back to business	41%	8.2%	23	€18,488
Trade fair 2026	52%	11%	37	€31,288
Summer newsletter	33%	4.1%	9	€5,688
Inactive	22%	3.0%	6	€7,988

5 Campaign results

From click to sale.

Every campaign shows its sends, opens, clicks, leads generated and the revenue it brought in. Compare your actions and adjust your budget.

What it enables

- Dashboard per campaign
- Campaign comparison
- Sales attribution
- Results export

TAILORED

Adapted to your business

Monthly newsletter, seasonal follow-up, trade fair invitation, an offer for trade customers only: we prepare **your** templates and **your** scenarios with you, in line with GDPR and your consent rules.

This module never arrives alone

We install it, tune it to your rules and train your teams. And when part of your trade fits no box, we build it.

01

A workshop per profile

At least an hour with every job concerned, to set the screens against real working days.

02

The missing module

A need nobody covers becomes a real module, designed for you and maintained like the rest.

03

Tuning as you go

One more field, one less step, an automation: the tool is adjusted while you use it.

CONNECTORS

Available integrations

Compatible with the tools you already use:

Emailing

Brevo

Mailchimp

Microsoft 365

SMTP

Social media

Meta (Facebook / Instagram)

LinkedIn

X

TikTok

Messaging

WhatsApp Business

SMS (Twilio, Vonage)

Analytics

Analytics CompanyMesh

Google Analytics

Non-exhaustive list: other tools can be connected to suit your needs.

Works with

crm.contacts Customers & contacts

crm.leads Prospecting & lead capture

ops.analytics Sovereign web analytics

auto.workflows Automations

auto.web Connected website

Let's talk about your future tool

Tailored demo, by appointment.

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