



# Goolara's Automation Brings New Power to Email Marketing

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*Create sophisticated drip campaigns, shopping cart abandonment functions and event follow-through programs with Goolara Symphonie's new Automated Workflow.*

MORAGA, CA, USA, September 12, 2015 /EINPresswire.com/ -- Goolara LLC, hosted and on-premise email marketing provider, announces its [Automated Workflow](#) feature, now available in Symphonie—Goolara's powerful [email marketing software](#). The Automated Workflow feature lets you create sophisticated drip campaigns, shopping cart abandonment processes, follow-up campaigns and more without the expense, difficulty, and limitations found in other systems.

Symphonie's Automated Workflow uses an intuitive drag-and-drop, flowchart-style interface that lets you design your workflow processes on-the-fly. "We wanted an interface that works the way people think," said Philip Thorne, founder of Goolara, LLC and the creator of Symphonie. "A flowchart allows the process to flow in any direction and have great flexibility, rather than being constrained to lanes or other arbitrary visual restrictions." Like a flowchart, Automated Workflow offers multi-factor decision options, delays, email sends, and email alerts, as well as advanced options, such as A/B splits and features for providing data flow through to emails for mail merging.

The most commonly heard complaint about automation systems currently on the market is that they are either too simple to be useful, or too complicated to use. Goolara Symphonie has solved this with an interface that can anticipate each step. "By their very nature, automated workflows can be difficult to make both flexible and feature rich," Thorne, said. "Our interface simplifies this process, making it possible to construct intricate workflows with very little effort, but without losing the flexibility and power we were after."

Common applications of an automated workflow include:

- Multiphase drip campaigns
- Shopping cart abandonment programs
- Event-based follow-ups
- Re-engagement campaigns
- On-boarding processes

Once you've set an automation in motion, the interface lets you track the path for an individual recipient, or as an animation for the entire audience. With the click of a button, you can see statistics for every node in the workflow on deliveries, opens and clickthroughs, providing key attributes to help measure the effectiveness of the workflow. You may also follow an individual through a workflow to see the path that person took.

Normally, the ability to handle workflow automation is an expensive addition to an email marketing system, but for a limited time, Goolara is offering the Automated Workflow feature at no additional cost. To learn more about it, or to schedule a demonstration, please contact us at: 888-362-4575 (888-EMAIL-75), or fill out the contact form online at:

<http://goolara.com/ContactUs.aspx>

About Goolara Symphonie

Available as either on-premise software, or as a cloud-based, hosted solution, Goolara

Symphonie features an intuitive interface that makes it a breeze to create sophisticated email marketing campaigns without the hassles of other systems. Unlike some marketing software, Goolara Symphonie comes with everything you need to segment, customize and personalize your mailings for maximum impact. Its robust assortment of report features give you the ability to analyze every aspect of your campaigns, from the A/B split results, to time of day effectiveness. Symphonie's rich functionality and robust API provides everything marketers need to orchestrate, track and act on their email marketing initiatives. Its interface is intuitive and easy to use. Its reporting abilities and dynamic content features are some of the best in the business. The software's security features satisfy the most demanding network and compliance requirements, including functional-based permissions, audit logs, integrated passwords and a method of secure, real-time access to external data sources.

#### About Goolara

Now celebrating its tenth anniversary, Goolara, LLC has been in business since 2005. Their Symphonie digital marketing system is a versatile and feature-rich solution popular with agencies and other companies that work across multiple sales channels. Available as either licensed on-premise software, or as a cloud-based, hosted solution, Goolara Symphonie features an intuitive interface that makes it a breeze to create sophisticated digital marketing campaigns. Its interface is intuitive and easy to use.

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