

# Improving Email Campaigns: Naehas Partners with Litmus

## Who:

### Introducing Naehas and Litmus

Naehas is the leading industry cloud for financial services companies to deliver exceptional customer experiences. Six of the 10 top financial services companies trust Naehas to grow revenue, dramatically accelerate time to market, and improve productivity while reducing compliance and operational risk. The platform accelerates the delivery of personalized products, pricing and experiences with compliance and auditability built-in, allowing its customers to focus on growth and innovation and achieve their vision of becoming truly customer centric.

Litmus provides the leading email personalization, optimization, and collaboration software for marketers. From pre-send campaign development, testing, AI-driven content recommendations through Litmus Personalize, powered by Kickdynamic, to post-send insights for future content optimization, Litmus improves marketing performance and boosts customer engagement. Major global brands across every industry use Litmus — 80% of the Fortune 100, the top 10 retailers, 9 of the top 10 ecommerce brands and U.S. banks, 23 of the top 25 U.S. ad agencies.

## Why:

### Litmus Email Previews

Gain the confidence that every email you send will reach the inbox and result in the best experience for all subscribers with Litmus Email Previews. Easily catch and fix issues early in your email creation workflow to reduce review cycles and boost efficiency. Preview emails across more than 100 email clients, devices, and environments to scale your email program, without sacrificing quality. Drive conversion and revenue with Litmus' suite of solutions that enable users to efficiently build, test, and collaborate on large volumes of emails, while simultaneously creating highly personalized email experiences at scale.

## What:

### Benefits of the Naehas + Litmus Partnership

Litmus empowers marketers to get the most out of email and is “insurance” for their investment in Naehas. With Litmus and Naehas' email CMS, marketers can easily and quickly test emails across more than 100 email clients, devices, and environment to ensure every email is on-brand, error-free, and will result in an exceptional experience for every subscriber.

## When & Where:

### Use Cases for Email Previews

- Save time by quickly previewing emails across the most popular devices and email clients to check for rendering issues
- Improve campaign performance by reducing errors
- Ensure the look and feel across devices is presenting your brand professionally

Contact [Sales@naehas.com](mailto:Sales@naehas.com) for more information on using **Naehas Content Orchestration** to manage your email campaigns — confidently and compliantly.

