

Key things to know about

GetResponse Ecommerce tools



Ecommerce Marketing Automation

www.getresponse.com/solutions/ecommerce-marketing

Overview

GetResponse for ecommerce has tools to integrate leading ecommerce platforms, including Shopify, PrestaShop, Magento and WooCommerce. Users can increase their ecommerce business and sales by integrating with the world's most powerful, yet simple, marketing automation platform. Designed for multichannel customer engagement to enhance sales growth.

Features

One-click integrations with leading Ecommerce platforms: Populate product inventory and customer data in GetResponse (no coding experience required). Then use powerful marketing tools to promote your products, boost sales with content, and customize offers tailored to your customers' needs.

Integration Partners

- Shopify: www.getresponse.com/solutions/ecommerce-marketing/shopify
- PrestaShop: www.getresponse.com/integrations/prestashop.html
- Magento: www.getresponse.com/integrations/magento.html
- WooCommerce: www.getresponse.com/integrations/woocommerce.html

Advanced segmentation: Get information on customer purchases, order history, and behavior on your websites. Users can build segments for specific groups of customers and create precisely-targeted

marketing campaigns that convert! Develop marketing strategies based on data and personalized experiences.

Quick transactional emails: The GetResponse Email Creator lets you send automated purchase confirmations and trigger automated abandoned cart emails that remind customers about unfinished purchases. Users can set this up in just a few minutes and see up to a 25% increase in sales through effective cart abandonment communications.

Promo codes: Synchronize promo codes from ecommerce platforms with GetResponse and seamlessly drag and drop them into newsletters, autoresponders, or automation messages. Use promo codes for cart abandonment, returning customers and seasonal sales. It's an easy way to boost sales!

Product recommendations: The Product Recommendations Engine is a powerful, data-driven tool that learns customer preferences and potential needs based on historical purchases and behavior. Drag and Drop the product recommendation box into your emails. The automation populates the section in an email with specific products relevant to each recipient on the list.

Popups: This feature grabs user's attention and significantly increase site conversion rates and sales revenue. GetResponse provides access to a code-free, drag-and-drop creator, where users can design popups and outline specific conditions on how they work. Triggers include website loading or delay, intent to exit and web events. Which can increase conversion rates up to 60%.

Prebuilt automation templates: Welcome new contacts, recommend products, recover lost sales, and use behavioral targeting easily with prebuilt templates and playbooks.

Omnichannel: Utilize email, web push notifications, SMS, and popups for complete multichannel customer engagement campaigns that enhance sales growth.

New Pricing Plans

Pricing plans have been updated to reflect plans that align with our customer's needs. Choose from a Free forever plan, Email Marketing plan, Marketing Automation plan and our new Ecommerce Marketing Plan.

- **Free:** Great for new users to try all features of GetResponse for 30 days. Free accounts then have access to Website builder, unlimited newsletters and sign up forms with up to 500 contacts.
- **Email Marketing:** Great for small companies starting their email marketing campaigns. Users have unlimited landing pages, website builder, basic segmentation, email scheduling and integrations.
- **Marketing Automation:** Great for an active email marketing channel. This email marketing plus plan adds marketing automation, event-based automation, webinars, advanced segmentation, contact scoring and sales funnels.
- **New! Ecommerce Marketing:** Great for advanced ecommerce marketing users. This marketing automation plus plan adds new ecommerce features, including quick transactional emails, ecommerce segmentation, abandoned cart recovers, promo codes, product recommendations and web push notifications.

GetResponse Pricing and Plans

For Everyone

Mid & Large Companies

Set up your account, **pick a plan later**

CREATE FREE ACCOUNT

START FOR FREE | NO CREDIT CARD REQUIRED | PRIVACY PROTECTED

Monthly

-18%
12-month

-30%
24-month

START

FREE

Up to 500 contacts

\$ **0.00** /mo

CREATE FREE ACCOUNT

INCLUDES

Unlimited newsletters

1 landing page ⓘ

Website Builder ⓘ

Connect your domain

Signup forms and popups

[Learn more about Free](#) ›

EMAIL
MARKETING

1,000 contacts ▾

\$ **15.58** /mo

BUY NOW

FREE PLUS

Autoresponders

Unlimited landing pages

Unlimited Website Builder ⓘ

Basic segmentation ⓘ

Email scheduling

Integrations and API

★ TOP CHOICE

MARKETING
AUTOMATION

1,000 contacts ▾

\$ **48.38** /mo

BUY NOW

EMAIL MARKETING PLUS

Marketing automation

Event-based automation

Webinars

Advanced segmentation

Contact scoring

Sales funnels

ECOMMERCE
MARKETING

1,000 contacts ▾

\$ **97.58** /mo

BUY NOW

MARKETING AUTOMATION PLUS

Quick transactional emails

Ecommerce segmentation

Abandoned cart recovery

Promo codes

Product recommendations

Web push notifications