

# Everlytic's top software features from 2019

Issued by [Everlytic](#)

31 Jan 2020

As usual in Everlytic's development team, a lot has happened over the last year. And, looking forward, there are many more exciting things to come. So, before we get deep into 2020, here's a quick overview of some of the top software features they released in 2019.



## Voice broadcasting

Voice broadcasting was one of Everlytic's biggest feature releases of 2019 as it added a new dynamic to their offering: sound. The technology allows you to send a recorded message to subscribers as a direct phone call, getting your message across in minutes.



### MARKETING & MEDIA

#### Everlytic launches South Africa's first voice broadcasting software

Everlytic 23 Sep 2019



#### Benefits of this feature include:

- Sending one consistent message to any group of contacts at once
- Expressing nuance, tone, and humour, and;
- Conveying messages to people who are illiterate or visually impaired.

[Read about Everlytic's voice broadcasting software](#)

## Email builder features

Everlytic's drag-and-drop email builder is always getting refined. In the last year, some of their favourite upgrades included:

- **Video preview images in email:** You can now share a video-preview image in an email, which links to a video in YouTube or Vimeo.
- **Countdown timer:** You can now add and customise a countdown timer in your emails.
- **Content over images:** add any content (like HTML text, a button, divider, etc.) over a background image.
- **Download attachment links:** You can now copy attachment links to enable readers to download them from anywhere in your email as a button or as hyperlinked text.

[Read about Everlytic's email marketing software](#)

## Automation features

Workflows, Everlytic's master automation tool, is continuously being enhanced to align with customer needs. In 2019, Everlytic added features, like:

- **Recreate workflows:** You can now recreate an entire workflow at the click of a button.
- **Field change trigger:** You can trigger a workflow when a field changes for a contact in your database. E.g.: When a subscriber's loyalty status changes from silver to gold, you may want to send them on a communication journey relevant to this.
- **Unenrolment trigger:** You can now remove contacts from a workflow automatically when a field in your list changes. Like in the example above, this would allow you to remove the contact from any previous journeys the subscriber was on that related to their silver status.

[Read about Everlytic's automation tools](#)

Everlytic's playful development team *loves* creating, tweaking, and mastering its software; the smart digital communication tool used by hundreds of South African enterprises. Watch [this space](#) to see what cool stuff they release next.

\*This article was originally published on [the Everlytic blog](#) on 28 January 2020.

• **Everlytic frees up email marketing capacity for SA businesses** 15 May 2024

• **Enter Everlytic's You Mailed It Email Marketing Awards today** 23 Apr 2024

• **Everlytic launches new playbook for email marketing success** 22 Mar 2024

• **Everlytic demystifies new email authentication protocols** 11 Mar 2024

• **Boost open rates with inspiration from top 10+ valentine email subject lines** 13 Feb 2024

## Everlytic



Everlytic is the leading Cloud Marketing Software solution in South Africa. Every day hundreds of top South African and international companies use our software to send millions of messages to their customers and subscribers. With our bulk and transactional email and SMS engines you can manage all of your digital communications from one central hub. Whether it be newsletters and notifications, to statements and system generated messages, Everlytic is the leader in ensuring top delivery rates.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>