

SteelHouse E² Email Evolved

A powerful real-time retention marketing tool used to reach your email subscribers through alternative channels.



E² is Email Evolved

E² Email Evolved is a powerful CRM tool used to target your email subscribers through their Facebook News Feed. We already know people check their News Feed an average of 9X a day; the Facebook News Feed is the new inbox. With E², target your customers where they are.

Easily launch and monitor your E² campaigns through CANVAS, our Cloud-based Marketing Platform.

Email Alone vs. Email with E²

5X Reach /
Open Rate



18% More
Conversions



Get Extra Revenue Out of Your Email Campaigns

E² is the perfect complement to your traditional customer retention email campaigns.

Compare for yourself. We'll set up an E² campaign and help you measure the combined results compared to running your traditional email campaigns alone.



E² Ads Reach Across All Devices

Now your ads are as mobile as your customers. Let's say a shopper doesn't want to click-through to make a purchase on a mobile device, the ad will also serve on their computer or tablet.

Amplify your Exposure Through Social Reach

The social reach element of E² turns your retention campaign into acquisition campaigns with free exposure through ad "likes", comments, shares, and more.

Our new E² Performance Report details both the Conversion Performance and Social Engagement of your E² campaigns. Not only can you track your campaign performance, you can also monitor Social Reach, Social Impressions, and Social Clicks.



E² Can Tackle Your Entire Email Marketing Calendar



Flash Sales



Premium Shopper Campaigns



Loyalty & Brand Campaigns



Customer Win-Back

"Success is a science; if you have the conditions, you get the result." - Oscar Wilde