

Everlytic talks email marketing ahead of the IMC Conference

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On 25 February, Everlytic's marketing manager, Karyn Strybos, was interviewed by The Touch Down podcast about Everlytic's partnership with the 2019 IMC Conference.

During the interview, they discuss:

- Email personalisation
- Email reporting and analysis
- Using email with social media
- How IMC uses Everlytic
- Top email marketing tips

It's only seven minutes, but it's the richest seven minutes of email marketing goodness you'll listen to today. Listen now.

[Listen to the podcast here \[7MB\]](#)

* A version of this article was originally published on [the Everlytic blog](#) on 5 March 2019.



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Everlytic



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