

# Feature Breakdown (Email Marketing)

Here is a breakdown of the Starter, Standard, and Premium packages for Owen Mantz Copywriting LLC's email marketing services:

Feature	Starter Package	Standard Package	Premium Package
<b>1. Strategy Development</b>			
Audience Segmentation	✗	✓	✓
Content Planning	✗	✗	✓
A/B Testing	✗	✓	✓
Campaign Objectives	✓	✓	✓
<b>2. Email Design &amp; Copywriting</b>			
Custom Email Templates	✓	✓	✓
Responsive Design	✓	✓	✓
Copywriting	✓	✓	✓
<b>3. Automation &amp; Personalization</b>			
Automated Workflows	✗	✓	✓
Personalization	✗	✓	✓
<b>4. List Management</b>			
List Building & Growth	✓	✓	✓
Database Segmentation	✗	✓	✓
List Hygiene	✓	✓	✓
<b>5. Campaign Management</b>			
Scheduling & Sending	✓	✓	✓

Follow-Up Campaigns	✗	✗	✓
<b>6. Analytics &amp; Reporting</b>			
Performance Tracking	✓	✓	✓
Detailed Reports	✗	✓	✓
Conversion Tracking	✗	✗	✓
<b>7. Compliance &amp; Best Practices</b>			
GDPR Compliance	✓	✓	✓
Email Deliverability	✓	✓	✓
<b>8. Integration with Other Tools</b>			
CRM & E-commerce Integration	✗	✗	✓
Cross-Channel Integration	✗	✗	✓