

4-Tell

Product recommendations in email

Product recommendations can deliver a significant return on the investment when done right. Our partner 4-Tell is an expert in this field, and their experience has shown that introducing personalized product recommendations in emails can provide a substantial increase in clicks and conversions.



Read about it in the blog post that introduced the integration between MailUp and 4-Tell: "[Grow sales with dynamic product recommendations in your emails](#)".

What you need

To take advantage of personalized product recommendations in your MailUp-powered emails, you will need:

- A MailUp account - [Sign up for a free trial](#) if you don't have one!
- A 4-Tell account - [Contact 4-Tell](#) and tell them you're a MailUp customer: you will receive 50% off the first month.
- An ecommerce store that can feed data both into MailUp and the 4-Tell system. If you are running a [Magento-powered store](#), you are all set!

If you have any questions, don't hesitate to contact us.

How it works

Configuring product recommendations in the 4-Tell dashboard

If you need any help, please contact the 4-Tell team. They're happy to help.

In a nutshell:

- You will configure an HTML widget that displays some product recommendations
- You will set MailUp as the "target system": 4-Tell will configure the HTML code so that it's all ready for MailUp

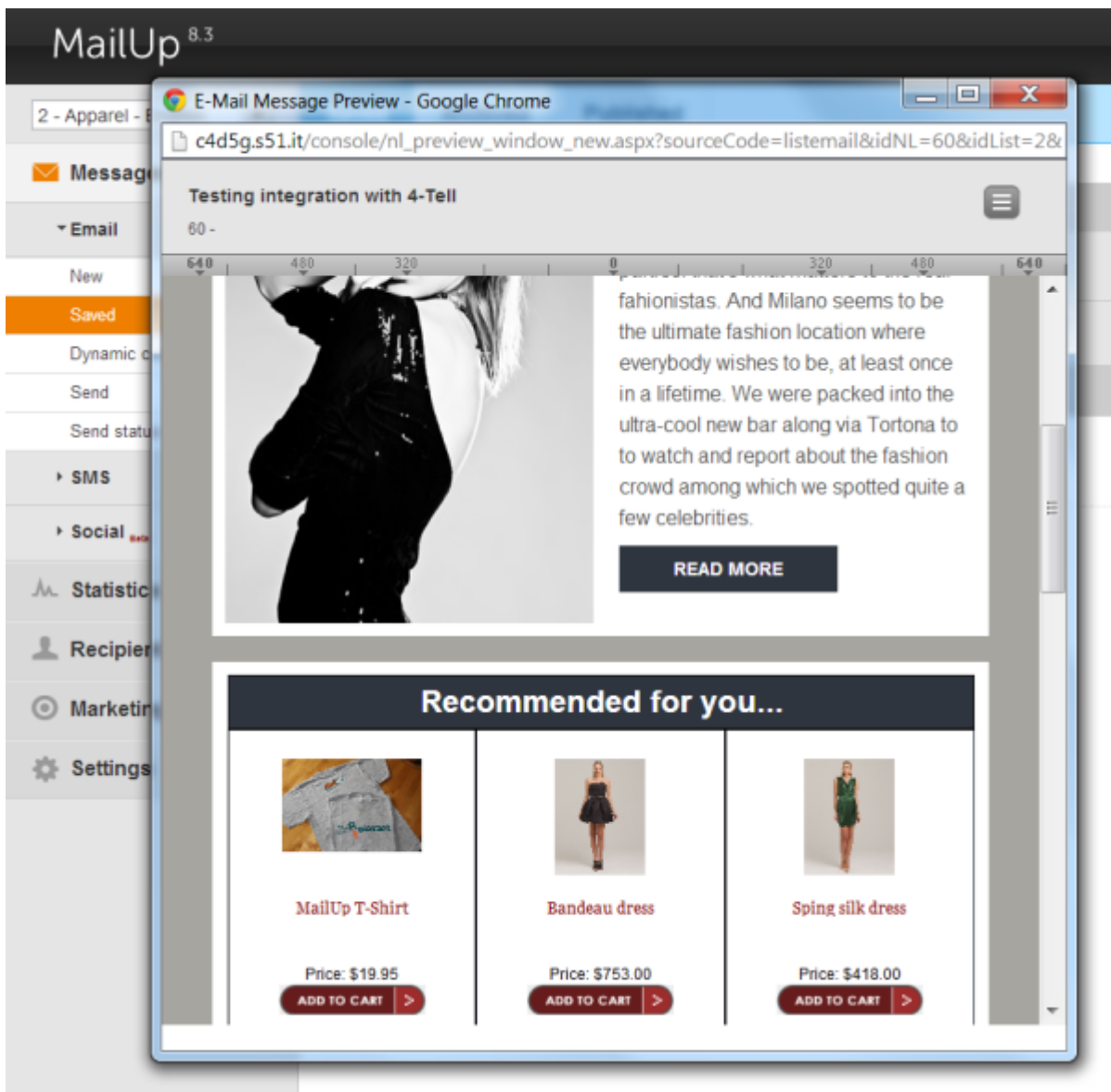
Just give the 4-Tell team a call and they'll help you get all set up!

Using the HTML code in MailUp

Once you have the HTML code generated for MailUp by the 4-Tell system, you will simply:

- Log into your MailUp account
- Open any email message to edit it
- Switch to HTML view in the editor
- Paste the code
- That's it!

Here is an example of live, personalized product recommendations in a MailUp message built using one of MailUp's *fashion* templates.



More information

More about using 4-Tell product recommendations and MailUp:

- Read our blog post about [Read Growing ecommerce sales with dynamic product recommendations in your emails](#)
- MailUp customers that sign up for the 4-Tell service can **get 50% off the first month of service**. So testing out whether it can really increase your sales can be very inexpensive!
- Learn how to use our Magento Extension, triggered messages, and 4-Tell to [create automated emails that contain product recommendations](#)