Mozout

Generated on 13/11/2026 17:57

KNOWLEDGE BASE · PUBLIC DOCUMENT

E-mail Marketing with us: the block editor, AI, sector templates and your SMS contacts

E-mail

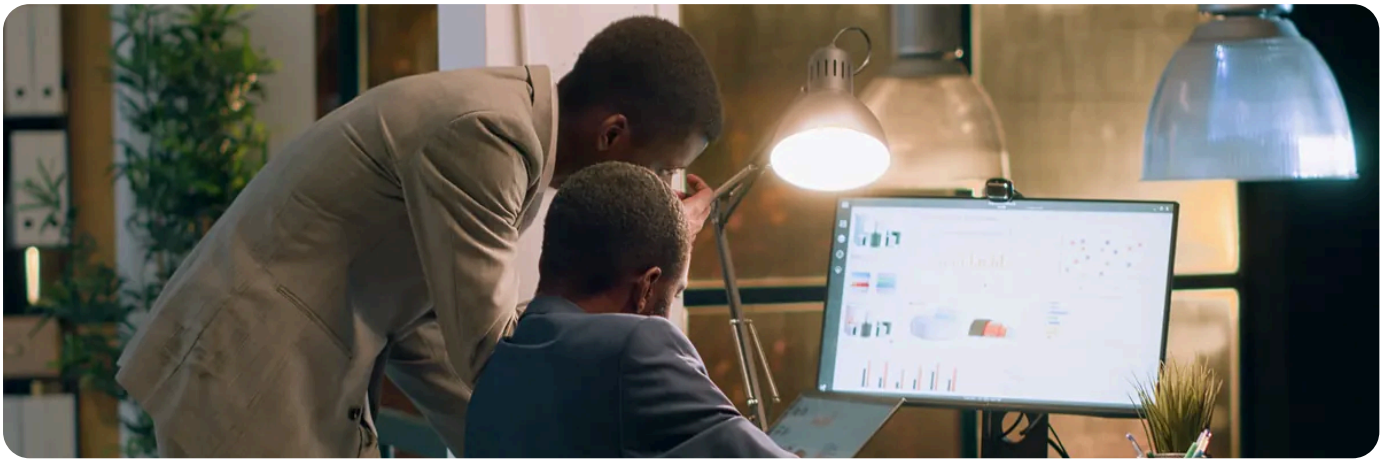
CODE	VERSION	COUNTRY · LANGUAGE
RLX-INT-KB-7362	v2026.11.13	International · English

MozOut International
RLX Holdings (Pty) Ltd. · Group RLX Holdings
Tax no. (SARS) 943 907 6234 · Registration no. (CIPC) 2025/667953/07

https://www.my.mozout.com/knowledgebase/7362

E-mail Marketing with us: the block editor, AI, sector templates and your SMS contacts

E-mail Created on **November 13, 2026** 3 min read



The short answer: MozOut E-mail Marketing lets you send **campaigns and newsletters** to your customers, built block by block, with help from the AI and **the same contacts you already use in the SMS Center**. The tools sit next to the SMS Center in My MozOut, and the price is **per e-mail sent**, with a volume discount.

What you get

Tool	What it does
Block editor	Builds the campaign from a header, text, image, button, divider and footer, with no design skills needed. See **building it block by block**.
AI proposal	Tell it what you want to announce and for which sector, and the AI proposes the subject and the blocks. See **asking for a proposal**.
Sector templates	Restaurants, retail, services, education, health, events, real estate and technology.
Segments	Send to one part of the list only, such as the customers in one city or of one product.
Now or scheduled	Send straight away or pick the day and time. A scheduled campaign can be cancelled before it goes.
Spam checker	Reviews the campaign before it leaves and gives short advice to keep it out of spam.
Unsubscribe	Every e-mail carries the link to leave, in the message header too.
Opens and clicks	Shows who opened, who clicked, the most clicked links and who unsubscribed.
Automatic welcome	Anyone who joins a group gets the welcome e-mail once, without you sending it by hand.

Why not send from your own mailbox

A newsletter sent from an ordinary mailbox, through webmail or Outlook, makes your domain look like a spam sender, and soon even the invoice you send a customer ends up in junk. A campaign tool handles what a mailbox cannot: the leave link in every e-mail, the list of people who already left, the statistics and the review before sending. The longer explanation is in **doing e-mail marketing without burning your domain**.

How to start

1. **Talk to our sales team** through the **contact page** and say how many e-mails you send a month.
2. **Get the sending domain ready.** The SPF, DKIM and DMARC records must be right before the first campaign.
3. **Organise your contacts into groups** in the SMS Center, including the ones with only an e-mail address.
4. **Build the campaign**, run it through the spam checker, send yourself a test and only then send it to the group.

Only to people who agreed to receive it.
Bought or scraped lists bring complaints, and complaints ruin a domain's reputation. The rules are in **building a list legally**.

Templates and AI proposals come in your account's language.
In an English account, the campaign starts in English.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- **Building an e-mail campaign block by block: header, text, image, button, divider and footer** →
- **One contact list for SMS and e-mail: using your SMS Center groups in e-mail campaigns** →

- The eight checks before you send an e-mail campaign
- How E-mail Marketing is priced: per e-mail sent, with a volume discount and a tailored proposal
- E-mail marketing: doing it properly without burning your domain

MozOut International

RLX Holdings (Pty) Ltd. · Group RLX Holdings

TAX NO. (SARS)	943 907 6234
REGISTRATION NO. (CIPC)	2025/667953/07
REGISTERED OFFICE	1111 Olive Street Saint Louis 63101, Missouri, United States
CONTACT	info@mozout.com · +27 78 823 3325 · www.mozout.com
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

Online version of this document

RLX-INT-KB-7362 · v2026.11.13 · Generated on 13/11/2026 17:57