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Email Marketing Overview

Odoo 19 Enterprise • Email Marketing

The Email Marketing module sends bulk email campaigns to customer lists with templates, scheduling, tracking, and unsubscribe management.

1 What Email Marketing does

Email Marketing

Email Marketing lets you design, schedule, and send bulk emails to contact lists. You can track open rates, click rates, and bounces. Contacts who unsubscribe are automatically excluded from future campaigns. It connects with CRM (campaigns linked to leads) and Contacts for list management.