

TECH STYLE LTD

TECH-STYLE.CO

DATASHEET

Rutba Marketing — Product Datasheet

Campaigns that know who they are talking to

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Document

Rutba Marketing datasheet

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Online

<https://www.tech-style.co/docs/rutba-marketing-datasheet>

Campaigns that know who they are talking to

Build mailing lists, send campaigns and drip journeys, and schedule social posts across every channel — all against the same customer records your sales team already maintains.

Family	Rutba Suite
Category	Email marketing & social media management software
Status	Available
Apps included	2
From	\$24 per user / month
Works with	Rutba CRM, Rutba Send, Rutba Social, Rutba Studio
Buy or trial	rutba.io/suites/marketing

THE PROBLEM

Why it exists

A campaign tool that cannot see your customer data sends the same email to a prospect and a ten-year client. Rutba Marketing runs on your CRM records, so segments are real, unsubscribes stick everywhere, and the results land back on the contact who converted.

FIT

Who it is for

- Marketing teams running email and social together
- E-commerce brands with lists to nurture
- Anyone tired of exporting CSVs between tools

APPS IN THIS PRODUCT

What you get

Campaigns

Mailing lists, templates, drip journeys, and send reporting — email marketing end to end.

Social

Plan and schedule posts to every social channel from one calendar, with approvals.

WHAT IT DOES

Capabilities

- Segments built from live CRM data, not stale exports
- Drag-and-drop email templates and drip journeys
- One social calendar across every connected channel
- Approval steps before anything goes out
- Opens, clicks, and conversions attributed to the contact

COMMERCIAL

Plans and pricing

PLAN		
	PRICE	INCLUDES
Starter	\$24 per user / month	Up to 10,000 contacts; Email campaigns; Basic templates; 2 social channels
Growth	\$59 per user / month	Up to 100,000 contacts; Drip journeys & automation; Unlimited social channels; Approval workflows; Campaign analytics
Enterprise	Custom annual contract	Unlimited contacts; Dedicated sending IPs; Custom integrations; Deliverability review

Prices are in US dollars and exclude local taxes. Every plan is billed through rutba.io/suites/marketing. Annual and multi-product pricing is available on request.

RUTBA SUITE

How it fits the rest of the suite

Rutba Suite is 20 products across three lines — the business suite, the workspace and the platform services underneath — sharing one customer list, one catalog and one set of books. Buy the one you need today; the rest slot in without a migration.



CONTACT

Talk to us

Tech Style Ltd is a UK technology company building enterprise software, procurement intelligence and AI platforms. Tell us what you are trying to do and we will tell you honestly whether we are the right people for it.

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