

SECURE EMAIL MARKETING WITH NEXL ENGAGE

Nexpl Engage

A technical overview of domain setup, security controls, deliverability, analytics, and common operational questions for Nexpl Engage.

This document is based on the original Nexpl Engage technical documentation and has been rebuilt in the updated Nexpl brand style for website use.



OVERVIEW

How Nexl Engage is set up

Nexl Engage is Nexl's email marketing system, designed to work alongside Nexl CRM so campaign activity, engagement, and unsubscribe data can be kept connected in one place.



What it includes

- Email builder and reusable templates
- Email marketing analytics
- CRM integration with Nexl
- Email sending and deliverability controls

Domain setup

To use Nexl Engage effectively, your domain needs to be authenticated. This involves creating a sending subdomain and adding DNS records so email can be sent from your domain without affecting its sender reputation.

Required DNS record	Purpose
SPF	Validates permitted sending server IPs.

Required DNS record	Purpose
DKIM	Uses cryptographic signing to validate email authenticity.
CNAME	Supports tracking for email clicks and opens.
MX	Supports better routing and deliverability handling.

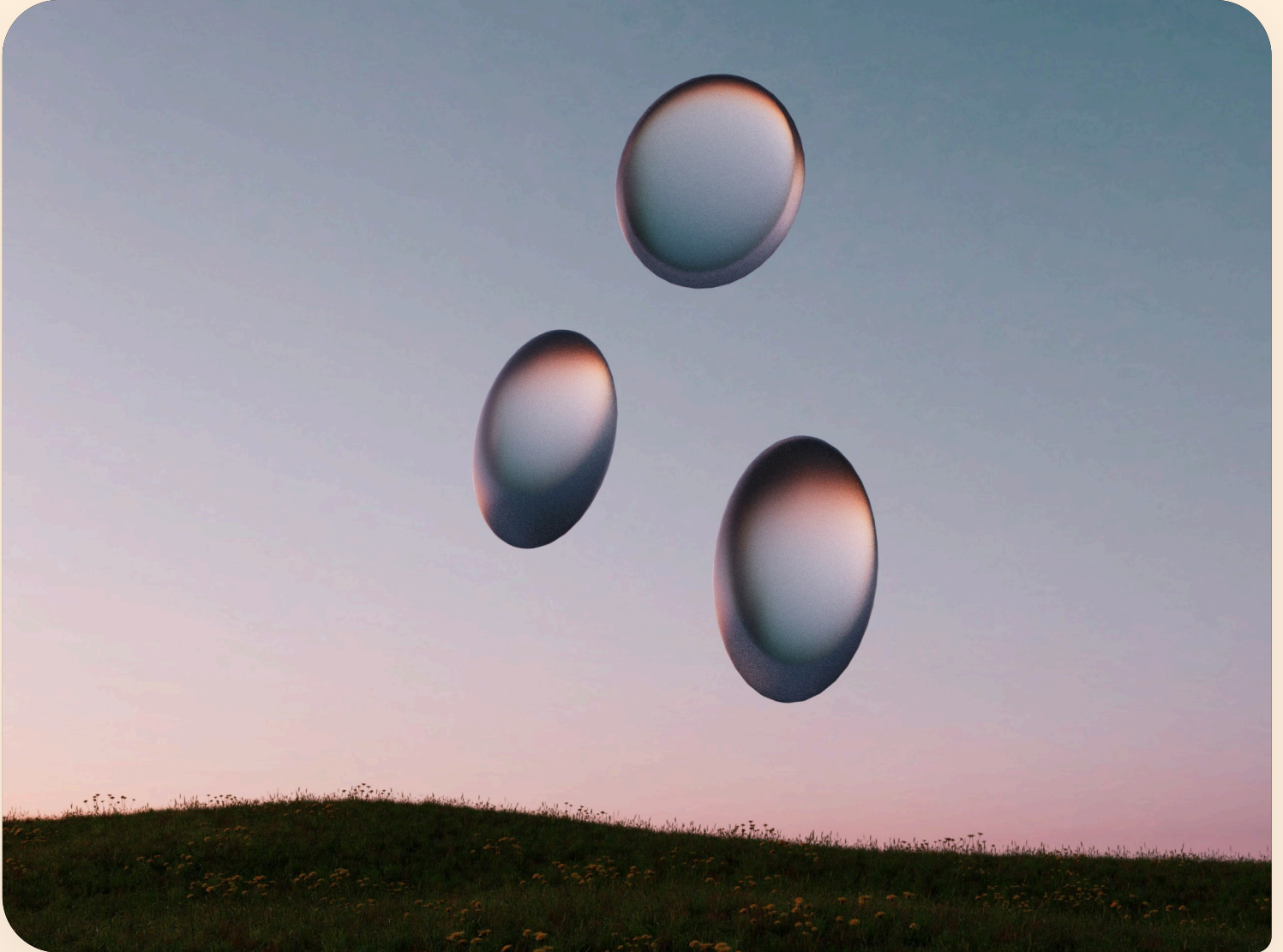
DNS timing

DNS changes can take 24–48 hours to propagate. Nexl will provide the specific DNS instructions once your Engage domain has been created.

SECURITY

Security, compliance, and infrastructure

Nexl Engage uses Mailgun as its email infrastructure provider and is designed to support a strong operational security baseline for sending and tracking email campaigns.



Authentication and trust controls

- DMARC to verify email authenticity and reduce phishing risk
- BIMI to strengthen sender identity and brand visibility
- MTA-STS to help secure encrypted mail transit
- SMTP TLS Reporting for visibility into encryption-related delivery issues

Security controls

- SSL and TLS / HTTPS for data in transit
- AES-256 encryption at rest
- Two-factor authentication
- Account lockdown in suspected compromise scenarios
- Security-based log retention for 365 days
- SAML authentication support

Compliance / standard	How it is referenced
SOC Type I & II	Security controls and operational practices
ISO 27001	Information security management best practices
PCI-Compliant SAQ-A	Payment card security handling standard
GDPR compliant	EU privacy and data handling obligations
HIPAA compliant	Support for protected health information handling requirements

Managed support available

Nexl can help support DMARC, BIMl, MTA-STS, and SMTP TLS Reporting configuration as part of a broader deliverability and security setup.

DELIVERABILITY

Sender reputation and inbox placement

Strong deliverability depends on both technical authentication and sensible sending practices. Nexl Engage supports both by helping clients authenticate domains correctly and by using Mailgun's infrastructure to improve inbox placement reliability.

Technical setup

SPF, DKIM, CNAME, MX, DMARC, BIMl, and related records help establish trust with receiving servers and internet service providers.

Sending behaviour

Consistent volume, relevant content, audience hygiene, and active performance monitoring all contribute to healthier sender reputation over time.

Infrastructure note

Nexl uses a dynamic pool of sending IP addresses rather than a single static IP, relying on smart queuing and rotation to support deliverability.

ANALYTICS & CRM SYNC

How engagement data syncs back to Nexl CRM

Campaign activity is tracked in Nexl Engage and synced into Nexl CRM so marketing and BD teams can see how recipients interact with email sends.



Tracked activity

How it syncs to Nexl CRM

Delivery

Recorded as a “Campaign Sent” marketing activity against the contact, using the campaign name as the description.

Tracked activity

How it syncs to Nexl CRM

Opens and clicks

Tracked as lead activities in Nexl, with campaign names for opens and “Campaign Clicked” plus URL notes for clicks.

Bounces

Contacts are marked as bounced, preventing further sends until a new email from the address is received.

Unsubscribes

Synced back to Nexl CRM and updates the contact’s marketing consent status to “Unsubscribed.”

RSVPs

Tracked through Nexl Forms and logged into the CRM for event workflows.

Common metrics available

- Sends
- Deliveries
- Opens
- Clicks
- Bounces
- Spam reports
- Unsubscribes
- RSVPs

Consent and auditability

Manual resubscription is possible where appropriate. Nexl maintains an audit trail of consent status changes to support traceability and compliance.

DATA RETENTION

How data is stored and retained

Nexl Engage applies different retention periods depending on the kind of data being processed and why it is needed.

Data type	Retention / handling
Message bodies	Stored for up to seven days to support delivery attempts and parsing features.
Message metadata	Sender, recipient, subject line, and routing data maintained for 30 days.
Suppressions	Hard bounces, complaints, and unsubscribes are stored until removed by the user or account deletion, then deleted within 30 days.
Recipient data	Stored in hashed / pseudonymised form to support email validation and service delivery.

Operational takeaway

Different retention periods exist for different technical reasons. For most teams, the key point is that metadata, suppression handling, and campaign activity each follow their own operational lifecycle.

FAQ

Frequently asked questions

These are the practical questions most often raised during onboarding, rollout, or day-to-day campaign use.



Can templates be updated?

Yes. Nexl includes a drag-and-drop email builder and templates can be duplicated and customised as needed.

How are unsubscribes handled?

Unsubscribes sync directly to Nexl CRM so future email sends can be controlled correctly.

Is one-click unsubscribe supported?

Yes. An unsubscribe link is required and can be automatically inserted or added through templates.

Can campaigns be cloned?

Yes. Campaigns can be duplicated within a workspace to speed up event or repeat-send workflows.

Can RSVPs be tracked in Nexl?

Yes. Nexl Forms supports RSVP tracking and logs that activity into the CRM.

Can lawyers view RSVP lists directly?

Yes. Nexl can provide live, read-only RSVP views so lawyers do not need exported reports.

Can unsubscribed contacts be resubscribed?

Yes, manually, where appropriate. Consent details should be documented and the system maintains an audit trail.

Can files or calendar links be added?

Yes. Files such as .ics calendar items can be used in campaign workflows where supported.

Can it connect to payment platforms?

Direct payment platform integration is not built in, but forms and workflow automations can redirect users to platforms such as Stripe.

How does Nexl support deliverability?

Nexl helps with subdomain setup, authentication records, segmentation, and validation so your email setup supports stronger delivery outcomes.

