



NEWS RELEASE

# Weave Unveils All-New Email Marketing Tool for Healthcare Providers

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*AI-powered assistant and advanced features streamline campaign creation and improve deliverability*

LEHI, Utah--(BUSINESS WIRE)-- [Weave](#) (NYSE: WEAV), a leading all-in-one customer experience and payments software platform for small and medium-sized healthcare businesses, today announced the launch of its enhanced Email Marketing tool. Designed to empower small- and medium-sized healthcare businesses with limited marketing staff, Weave Email Marketing offers a suite of powerful new features to streamline campaign creation and boost practice growth.

These new enhancements were developed based on extensive feedback from Weave customers and allow practices to create professional business emails quickly and easily using a comprehensive library of pre-designed templates, free high-quality stock images, and advanced features like custom HTML/CSS, and dynamic content fields. Practices can engage with their patients and clients using personalized emails sent directly from the trusted practice domain, ensuring a polished and professional brand image.

## **New Features:**

- **Customized Domain:** Send emails from the practice domain for improved deliverability, brand recognition, and reduced risk of emails landing in spam folders.
- **Intuitive Email Composer:** Build beautiful emails with a user-friendly drag-and-drop interface, incorporating dynamic fields, file attachments, and embedded digital forms.
- **Enhanced Templates and Stock Images:** Create compelling emails with access to a broad library of professional templates and images.
- **Generative AI Assistant:** Easily create fresh, relevant email campaigns tailored to your specific practice needs or special offers, from end-of-year promotions to holiday greetings.
- **Audience Segmentation and Filters:** Refine email lists using advanced filters, ensuring messages reach the right people at the right time.
- **Multi-location Campaign Management:** Manage campaigns across multiple business locations from a single user-interface.
- **Comprehensive Campaign Dashboard:** Monitor open rates, clicks, and unsubscribes in real-time with a summary screen for campaign performance.

“Our upgraded Email Marketing tool gives users greater flexibility and control over their campaigns,”

said Branden Neish, Chief Product and Technology Officer of Weave. “We’ve made it easier than ever for practices to connect with their patients and clients in meaningful ways, while maintaining a professional brand presence.”

With the integration of these new capabilities, Weave continues to empower businesses to grow and succeed through simple, effective communication tools. Learn more at [getweave.com](https://getweave.com).

## **About Weave**

A leading all-in-one customer experience and payments software platform for small and medium-sized healthcare businesses. From the first phone call to the final invoice and every touchpoint in between, Weave connects the entire patient journey. Weave’s software solutions transform how healthcare practices attract, communicate with, and engage patients and clients to grow their business. Weave seamlessly integrates billing and payment requests into communication workflows, streamlining payment timelines, reducing accounts receivable, and supporting practice profitability. In the past year, Weave has been named an Inc. Power Partner, a G2 leader in Patient Relationship Management software and a Top 50 Product for Small Business. To learn more, visit [getweave.com/newsroom/](https://getweave.com/newsroom/).

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