

TECH STYLE LTD

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DATASHEET

Rutba Marketing: Product Datasheet

Campaigns that know who they are talking to

WHAT IS INSIDE

- Why it exists
- Who it is for
- What you get
- Capabilities
- Plans and pricing
- How it fits the rest of the suite
- Talk to us

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 one-off and recurring campaigns, and schedule social posts to every connected account, 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	3
From	\$11 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, audiences from CRM segments, one-off or recurring sends, and delivery reporting: email marketing end to end.

Social

Write a post once, schedule it to your connected accounts, and answer the replies in one place.

EARLY ACCESS**Affiliate Program**

The back office for promoters: applications with due diligence, approval and suspension, agreements for each kind of promoter, codes and referral links, earnings and their sign-off, payouts and the program settings, with the application form and each promoter's dashboard on your own shop. Built: applications and review, promoters and agreements, codes and referral links, redemption at the web checkout and at the till, an insert-only ledger, payouts with statements, fraud flags, and notices to promoters when something happens. Once the return window has passed, a manager signs off each sale's earnings with the checks in front of them (paid in full, the money confirmed, delivered, no open return or damage claim), and only then do they clear; a shop can turn that step off. The shop can also publish discount codes of its own, and when a promoter shares from the shop, the link carries their referral or the code they chose. Each shop switches the program on in its CMS, once it has given a member of staff the affiliates role, had its agreements reviewed, and set its allowance and the accounts the program posts to. Two of the nine planned fraud checks, and uploading evidence with an application, are still to come.

WHAT IT DOES**Capabilities**

- Segments built from live CRM data, not stale exports
- Drag-and-drop email templates
- Campaigns sent once or on a repeat: hourly, daily, weekly or monthly
- One post scheduled to every connected account, and the replies answered in one place
- Posts made from a product, carrying the product's link
- Opens, clicks, bounces and unsubscribes recorded for each recipient

COMMERCIAL**Plans and pricing**

PLAN		
	PRICE	INCLUDES
Starter	\$11 per user / month	Up to 10,000 contacts; Email campaigns; Basic templates; 2 social channels; Sending runs on your Rutba Send volume, and Free covers 3,000 emails a month
Growth	\$27 per user / month	Up to 100,000 contacts; Recurring sends; Unlimited social channels; Video studio for social posts; Campaign analytics; Sending runs on your Rutba Send volume, so a 100,000-contact send needs a Send plan that covers it
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 23 products in three lines (the business suite, the workspace and the platform services underneath), sharing one customer list and one set of books. Buy the one you need today and add the rest later 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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