

# What is Mobile Mailer?

Mobile Mailer is a special feature we added which is responsible for obtaining extremely high open rates because it always retrieves the user's primary email and real name.

Statistics show that up to a third of all manually entered Opt in forms result in a fake or secondary email address being used. It is typically a throw away email address that is almost never checked other than receiving confirmations.

For More information visit: <https://smartengage.com/knowledge-base/books/lead-magnet/page/using-mobile-mailer-feature>

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