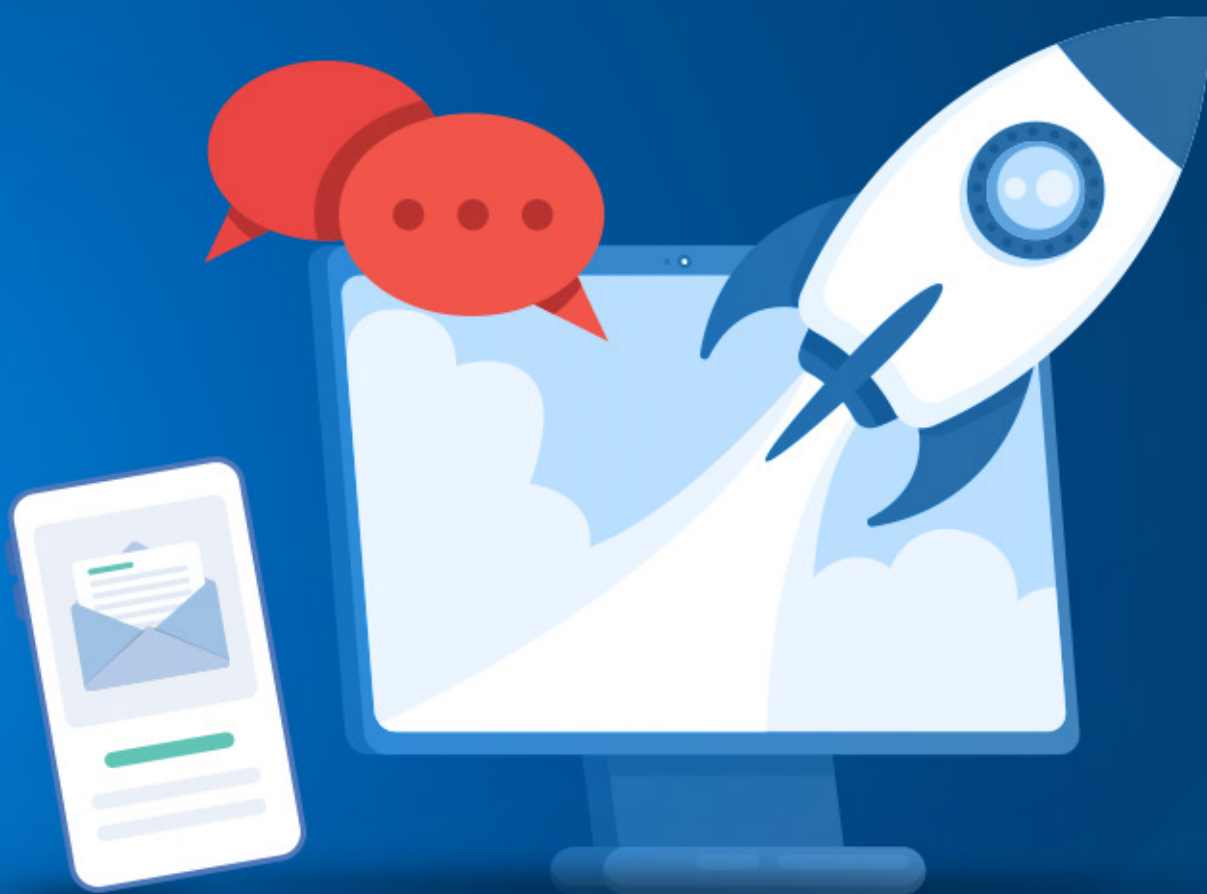




SmartMessage

EXCLUSIVE CHANNEL GUIDE

Learn how to boost your marketing channels' efficiency



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ADAPT EMAIL INTO YOUR OMNI-CHANNEL CUSTOMER ENGAGEMENT STRATEGY

Engagement takes more than delivery. Increase your email marketing efficiency with advanced features.

CHANNELS - EMAIL

Reach Every Inbox

Build smarter and compelling emails – from basic marketing campaigns to contextual 1-to-1 messages - that earn attention and engagement. SmartMessage Marketing Platform lets you easily create email campaigns with drag and drop email editor and send upwards 10M emails per hour.

Drag & Drop Email Editor

The SmartMessage email editor allows non-technical users to easily build responsive emails by just dragging pre-defined design elements into the canvas and deploying campaigns, thus increasing efficiency and productivity. Visuals, as one of the key components of creating a campaign, you are not only allowed to use SmartMessage servers as storage but also able to define your own source of destination. If you don't have any design team to create a visual, you don't need to worry. Our license-free image library in which you can search images according to your needs is ready to help you and level up your email designs.

A/B Test

A/B testing is a way of comparing two / three campaigns based on their subject lines or content to choose the most effective one that encourages opens or clicks.



Advanced Email Analytics

Go beyond standard campaign reports and see how long subscribers interact with your emails through Read / Glanced / Delete metrics and use that data to improve your future campaigns. Advanced Email Analytics also grants you a report on Print and Forward counts, helping you to have extra insight about the interest in your content.

Personalized Content & Subject Line with Emoji Support

So many channels and so many messages. Success in digital strategies comes with personalization. Start getting attention to your campaigns and increase engagement rates by using dynamic fields and emojis both in your subject lines and content. SmartMessage Marketing Platform supports a minimum of 50 dynamic fields such as most common variables Name, Surname, Gender.

KEY FEATURES

High Availability & Scalability

Email Attachment Support

Detailed Campaign Reports

Spam Scoring

Inbox Preview

Integrated Google Analytics

Email Deliverability



EMPOWER YOUR CUSTOMER JOURNEY STRATEGIES

Land into your customers' mobile phones with more engaging messages.
Increase your reach with the power of mobility.

CHANNELS - SMS

Reach Every Mobile

Communicate with customers wherever they are with highly personalized SMS and MMS messages. Easily create bulk, triggered or automated messages, manage shortcodes, and customize keywords and URLs with an intuitive SMS/MMS campaign manager.

URL Shortener

Send personalized Links to each recipient. SmartMessage's URL Shortener feature allows you to create short links under a custom, branded domain instead of a generic link. By just inserting this shortened URL link to your message, you will be able to embed a unique code for each message sent to every number. Easily see who opens your messages and clicks through to the targeted URL helping you to monitor the success of your SMS campaigns.

2-Way SMS

Successful business communications strategies are founded on building relationships. In these relationships, customers expect rapid responses from companies and brands. Today, 2-Way SMS is just one of many channels to reach customers and build customer loyalty.

From accomplishing everyday tasks like managing subscription consent, booking a reservation, or changing an appointment to automating repetitive tasks in the call center or customer support can be handled by 2-Way SMS, allowing more time to focus on other important issues for both ends.



SmartMessage

Automated Follow-Up Campaigns

All the channels must sync together for a cohesive brand message. And SMS can be perfectly combined with your other channels, so you can easily set up failover scenarios for marketing programs and get full reporting in one integrated platform without the need to worry about the complexity of maintaining your SMS Gateway.

Advanced & Recurring Scheduling

SmartMessage Scheduler allows you to send your campaigns immediately, at a later date, or on a regular recurring schedule. You can also limit the delivery of messages between specific times.

Key Features

No Character Limit

Forbidden Words

Mobile Number Validity Check

Personalisation

Consent Management

Flexible Integration

Campaign Reports



CREATE DEEPER CONNECTIONS WITH CUSTOMERS AT EVERY LIFECYCLE STAGE

Don't miss engagement opportunities with your audience on-the-go.
Use mobility effectively to create seamless experiences.

CHANNELS - PUSH NOTIFICATIONS

Drive More Actions

Stay connected with every user and keep them active over the long term with engaging push notifications, in-app messaging, and message center messages.

Push Notification

The SmartMessage push messaging platform provides enterprise-level push notifications at scale across iOS and Android devices. Connect with your on-the-go customers with event-triggered push notifications, geofencing capabilities, and other helpful features to reach your customers during key moments that matter.

In-app Messages

SmartMessage In-App messaging helps brands to engage their app's active users by sending them targeted, contextual messages that encourage them to use key app features.

As one of the biggest advantages, even your subscribers have disabled their Push notifications, you can still reach them by sending In-App messages.



SmartMessage

Inbox Module

Inbox Module simply lets a subscriber save and view all received Push messages in an inbox within the application.

Implemented inbox capability into the mobile application, without any development requirement, lets the subscriber get all messages in both Push and Pull method. That means, subscribers who disabled their Push notifications will be able to see all delivered messages in their inbox when they launch to the application.

KEY FEATURES

Push / SMS failover

Multichannel Template Management

Text, Rich, Interactive, Carousel Push

Personalized Messages

Ringtones & Vibration

Time Zone Based Campaign Management

Badge Count

Emoji Support

Deeplink Re-direction

Event Tracking & Targeting

Engagement & Campaign reports



TURN PROSPECTS INTO LEADS AS WHERE THEY ARE IN THE MOMENT

Add geography dimension to your marketing capabilities.
Reach your customers in different locations proactively and effectively.

CHANNELS - LOCATION

Pin the Map

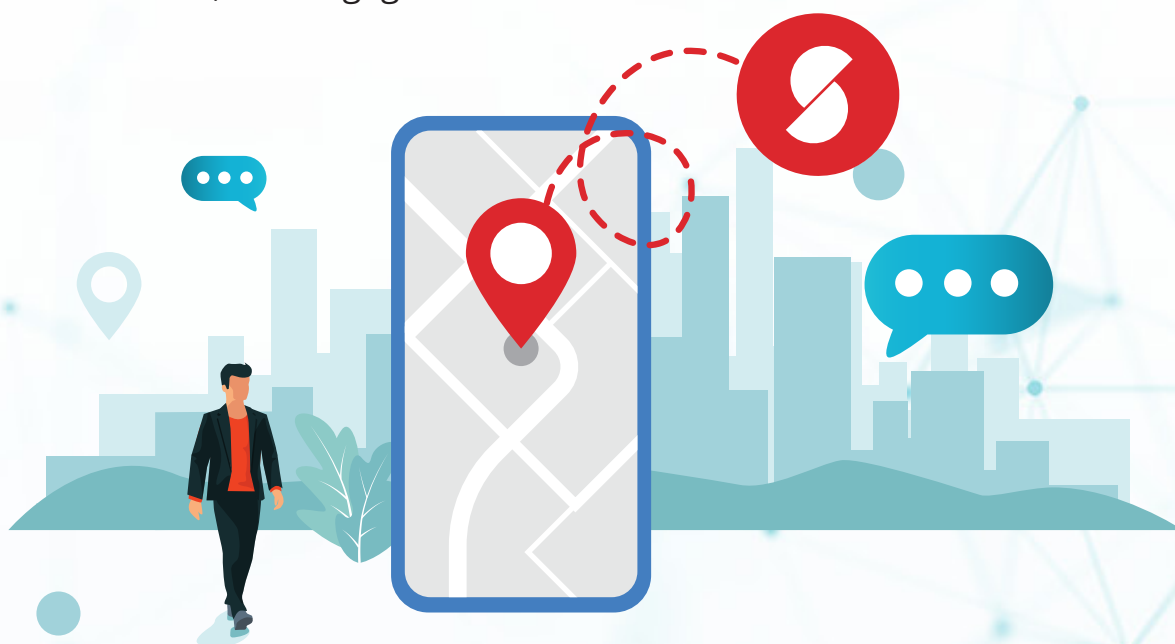
Offline marketing has never been easy as pinning a location on the map. Explore our solutions to see different ways you can bridge online and offline marketing with location-based messages, beacons, and more.

Geolocation

As the most know location-based marketing, SmartMessage Geolocation, can let you target a specific region (state, province, or country) and send your messages to a more segmented audience, which eventually increases the rate of engagement due to more personalized content.

Geofencing

SmartMessage Geofencing feature allows you to create location-based triggers around a geographic area defined on the map. Then you can target your customers, increase foot traffic, and engage them in real-time.



Beacon

Decrease the cost of messaging by targeting the customers who are relevant to your campaigns. With beacons, you can give a real personalized experience to your customers as soon as they enter your shop or approach to your product.

KEY BENEFITS



Personalized Content



Location and Time-Relevant Messages



Connected Experience



High Conversion



SmartMessage

MAKE A DIFFERENCE WITH CONVERSATIONAL EXPERIENCES

Build and deploy bots across all messaging platforms (and web) and have human agents taking over only when needed.

CHANNELS - BOTS

As new conversational channels emerge every day, businesses struggle to build and manage more bots and establish a connected experience across them as well as between their existing channels and systems. The SmartMessage Bots platform gives enterprises every necessary component to clear the challenges of “how” when it comes to designing, building, testing and deploying omni-channel chatbots.

Our one-stop solution provides a scalable, secure, and repeatable foundation to build chatbots that perform a wide range of intelligent tasks, communicate with people and systems while leveraging data to drive actionable customer engagements across channels.

Build

Build engaging conversational experiences across

Facebook Messenger, WhatsApp, Twitter, Telegram, Slack, Email, SMS and Webchat

SmartMessage provides a simple, web-based platform with a graphical dialog builder tool designed to make chatbot development efforts intuitive, consistent, and easily repeatable.



Deploy

SmartMessage bots platform provides advanced, cross channel communication connectors that automatically adapt messages to match the unique formatting used by each communication channel. This allows you to send and receive customer-focused messages across all available channels from a single, unified platform.

Optimize customer experiences based on real-time insights

Chatbots can play a key role in meeting high consumer expectations for service, but a poorly designed or maintained bot can ruin the customer experience. SmartMessage provides analytics and real-time engagement solutions allowing you to more efficiently engage with your audiences and efficiently automate sales, support and other key functions.

Available 24/7/365

Chatbots are available 24/7 and all year round, meaning that organizations using them remain operational on weekends, public holidays, and outside of business hours. Improve customer service and retention with bots that can process requests and deliver instant answers in real-time – anytime.

Reduce operational costs

Implementing a fully functioning or advanced chatbot is much cheaper and quicker than hiring human resources for every task or building custom apps and solutions. By “employing” chatbots, you will not only save on employee costs, but you will also avoid the problems caused by human error.



Be everywhere your customers are

Chatbots can be applied to any number messaging platforms giving users the freedom of choice. Being channel-agnostic allows chatbots to be where the people want to access to information and assistance, regardless of location or device. This added value improves customer engagement and fosters trusted relationships.

COMMON KEY FEATURES



Media Types

Increase engagement with rich content such as images, audio and video files or locations



Customer Support

Provide quick support and resolve issues in one-on-one conversations



Notifications

Keep customers updated with informative notifications



One-to-one Experience

Create personalized customer journeys after users get in touch with you

CREATE AND MAINTAIN A HOLISTIC BRAND EXPERIENCE





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