Smart Interactive Empowered Relations
SmartMessage At A Glance

- 2000+ CLIENTS
- 100+ EMPLOYEES
- 14+ YEARS

SmartMessage Partnership with
- Microsoft
- vodafone
- TURKCELL
- Türk Telekom
- Return Path
Solution Overview

SmartMessage will provide an enterprise-ready, GDPR compliant omni-channel communication platform that covers a comprehensive set of solutions including all the features that support the creation, automation, execution and reporting of Email, SMS, MMS, Push and Social Media campaigns.

Key objectives addressed by the SmartMessage Marketing Platform:

**DATA UNIFICATION**
Build a single view of your customer, integrate data from sources using our API’s and connectors, and make it actionable

**CONSENT MANAGEMENT**
Centralize the collection, maintenance and distribution of communication preferences and permissions across channels

**AUTOMATED PERSONALIZATION**
Connect behavioural and transactional data from various sources and orchestrate multi-step, multi-channel, event-triggered campaigns

**OMNI-CHANNEL ENGAGEMENT**
Deliver personalized marketing campaigns across Email, SMS, MMS, Push, Chatbots and Social Ads

**TRACKING & REPORTING**
Track and measure the performance of cross-channel campaigns from one place with centralized reporting
Technical Advantages

The SmartMessage Marketing Platform provides a scalable, enterprise-ready campaign management and event-based marketing solution proven across the Banking & Financial Services industry by Fortune 500 firms.

- Global Enterprise Readiness
- High Availability & Scalability
- Multi-Language & Multi-Currency Support
- Seamless Integration via REST API’s & Connectors
- Faster Implementation (Average Time: 2 Months)
- Easy-to-Use Platform with Intuitive Interfaces
SmartMessage Marketing Platform
All-in-one platform to orchestrate your digital marketing activities.

**Channels**
- EMAIL
- SMS/MMS
- PUSH
- SOCIAL APPS
- BOTS
- BEACON
- LOCATION
- CUSTOM CHANNELS

**Engage**
Omni-Channel Campaign Management & Execution
Build, manage, deliver and track engaging campaigns across channels from a single GDPR compliant platform

**Connect**
Bot Builder & Conversational Experience Manager
Build conversational bots and engage your customers with smart messaging campaigns

**Autoflow**
Marketing Automation & Stream Analytics
Orchestrates multi-step, real-time and event-triggered campaigns via a drag-and-drop workflow tool

**Audience**
Audience Profiles & Consent Management
Synch and unify customer data from any source into a single profile

**Secure**
Fraud Management Solutions for Banking
Prevent SIM card scans and increase the security of your online & mobile transactions with the use of Secure OTP

**Integrations**
- CRM
- ERP
- Other Systems
- 3rd Party Solutions
- Open API
- Solid Integrations
- Dynamics 365 Native Add-on

**Flexible Deployment Options**
- On-Premise
- Hybrid
- Azure
Cross Channel Campaign Management

*Build and deliver engaging campaigns across Email, SMS, MMS, Push, Social Media and Chatbots from a single GDPR compliant platform.*

**Omnichannel View**
View and manage all campaigns from a single platform to optimize marketing mix and budget.

**Data Enrichment**
Capture campaign response data and enrich your customer data to deliver more relevant follow-up campaigns.

**Frequency Capping**
Limit the number of messages sent to a user across channels in a given period of time – daily, weekly or monthly.

**Data Driven Campaigns**
Connect behavioral and transactional data from various sources to deliver personalized messages across channels.

**Next Best Channel**
Automatically determine the optimal communication channel to reach each prospect. Decrease costs, increase response rates, and customer retention.

**Centralized Reporting**
Get valuable insights and identify the impact of communications across channels with campaign reports.

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**ENGAGEMENT CHANNELS**

<table>
<thead>
<tr>
<th>Email</th>
<th>Push</th>
<th>SMS / MMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Ads</td>
<td>Chatbots</td>
<td>Offline Store</td>
</tr>
<tr>
<td>Call Center</td>
<td>ATM / KIOSK</td>
<td>Voice (IVN)</td>
</tr>
</tbody>
</table>

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**Features**

- Drag-and-drop email editor
- Inbox preview
- Location-based messages
- Email deliverability
- Interactive Push
- Location-based messages
- URL shortening & link tracking
Bot Builder & Conversational Experience Manager

**Build conversational Bots and engage your customers with smart messaging campaigns**

**FLOW BOT BUILDER**
Build your bot messaging flow with an easy to use editor – **no coding required**

**CAMPAIGN MANAGER**
Send **transactional, broadcast, recurring or targeted messages** based on profile attributes or engagement history

**MULTI-PLATFORM SUPPORT**
Supports many platforms, including FB Messenger, WhatsApp, Telegram, Twitter, Slack, SMS, Email and Web

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**Benefits**
- **MARKETING:** Acquire, engage, and retain customers: increasing marketing ROI
- **SALES:** Convert conversations into transaction and grow your revenue
- **SUPPORT:** Provide instant, accurate responses and delight your customers
Event Based Marketing & Stream Analytics

Real-time event processing and event-pattern detection capabilities allows marketers to deliver relevant messages at the right time.

**CROSS CHANNEL ORCHESTRATION**

Easily build multi-stage, multi-channel, event-triggered marketing programs.

**REAL-TIME EVENT PROCESSING**

Evaluate high volumes of data from various sources to detect changes in behavior in real-time and over time.

**LIFECYCLE MARKETING**

Engage at every step of the buyer’s journey with out of the box workflows (Welcome, Upsell, Renewal, Loyalty, Retention campaigns)

**TRACKING & REPORTING**

Keep track of your customers behaviors at each step and know exactly what keeps them engaged with in-place reporting.

**CUSTOM BUSINESS RULES**

Specify event detection and targeting rules to acquire, retain and cross-sell customers more effectively.

**Features**

- Drag-and-drop journey builder
- Complex Event Processing
- Workflow creation & workflow templates
- Lead Scoring & Grading
- Automatic routing of tasks
- In-place reporting
Enterprise Consent Management

Stay GDPR-Compliant with a Single Customer View

**COLLECT**
Collect consent preferences (ex: customer’s time zone, categories of interest, preferred communication channel, time and language) anywhere you interact with customers and prospects.

**UNIFY**
Integrate that data with your existing technologies. Get a single, unified view of a customer’s preferences across the entire organization.

**ENGAGE**
Deliver timely, relevant and personalized customer experiences across channels while remaining in compliance with regional data protection and privacy regulations.

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**Benefits**
- Unified customer view
- Better segmentation & targeting
- Higher customer satisfaction & improved loyalty
- Reduced opt-out rates
- Improved marketing ROI
- Reduced compliance risk
**Fraud Management Solution**

Avoid Sim Card Scams and improve security of your online and mobile transactions

**QUERY**
There is no need for multiple integrations. SmartMessage's Plug & Play Secure solution lets you run queries with multiple carriers simultaneously and monitor the results on a single dashboard.

**DELIVER**
The bank can choose to either send messages over SmartMessage Secure or integrate with internal SMS engines to make the necessary delivery.

**MONITOR**
In case of fraud detection, any communication to customer via SMS should be terminated. SmartMessage Secure acts as a security centre, sourcing all further actions with its blacklist management feature to verify a customer.

**VERIFY**
SmartMessage Secure enables the bank to easily integrate with its call centre, ATMs or any other touch points allowing customers get authenticated.

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**Features**

- Custom Fraud Rules
- OTP Password Generation
- Account Management
- Blacklist Management
- Single Dashboard
Marketing Automation
Drag and drop journey builder

Email Marketing
Single, bulk and triggered emails

Mobile Marketing
Reach contacts with SMS & Push messages

Lead Scoring
Easily determine your hottest leads

Lifecycle Marketing
Out-of-the box lifecycle workflows

Tracking & Reporting
Measure and track campaign performance

Marketing Automation for Dynamics 365
Seamless Native Add-On