![SmartMessage logo]

SmartMessage

Smart Interactive Empowered Relations

SmartMessage At A Glance

USA
CHICAGO

GERMANY
MUNICH

UK
LONDON

TURKEY
ISTANBUL
ANKARA
IZMIR

SAUDI ARABIA
RIYAD

UAE
DUBAI

2000+ CLIENTS

100+ EMPLOYEES

14+ YEARS

Garanti BBVA   ING BANK   citi   QNB FINANSBANK   UniCredit Group

Emirates NBD   TÜRKİYE İŞ BANKASI   MetLife   AEGON   UNI·CO

Allianz   Ford   GENERALI   MIGROS   MediaMarkt

RENAULT   HYUNDAI   AVIS   TOTAL   vodafone

NCB الأهلي   بنك الرياض riyad bank   Jawwy

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
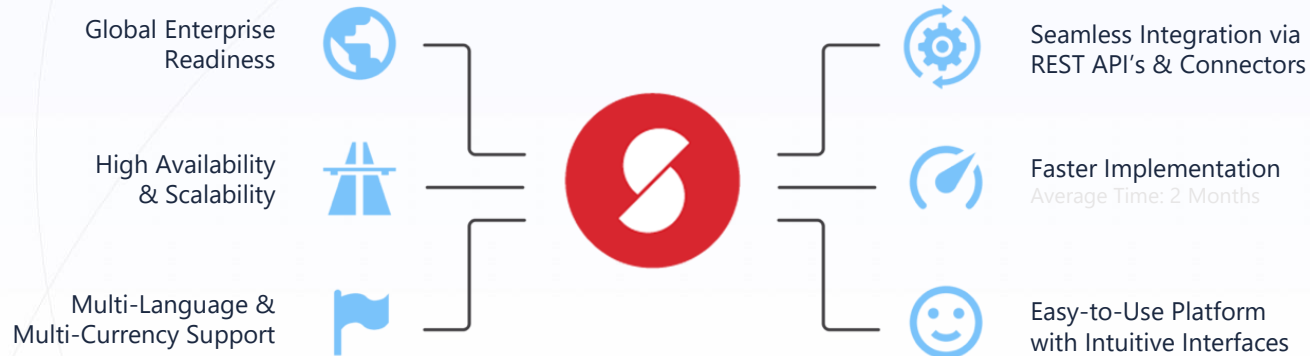
OMNI-CHANNEL ENGAGEMENT

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 orchesrate your digital marketing activities.

CHANNELS

| EMAIL | SMS/MMS | PUSH | SOCIAL APPS | BOTS | BEACON | LOCATION | CUSTOM CHANNELS |

PRODUCTS

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

Orchestrate 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 scams 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.

ENGAGEMENT CHANNELS

Email	Push	SMS / MMS
Social Ads	Chatbots	Offline Store
Call Center	ATM / KIOSK	Voice (IVN)

Features

- ✓ Drag-and-drop email editor
- ✓ Interactive Push
- ✓ Inbox preview
- ✓ Location-based messages
- ✓ Email deliverability
- ✓ 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**
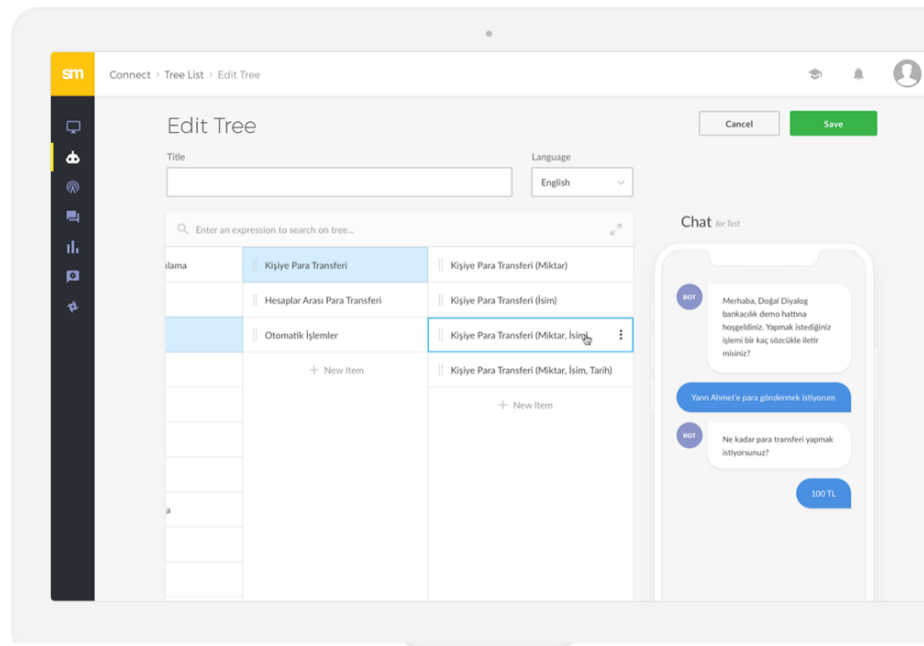
CAMPAIGN MANAGER

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**

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.

TRACKING & REPORTING

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

LIFECYCLE MARKETING

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

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.
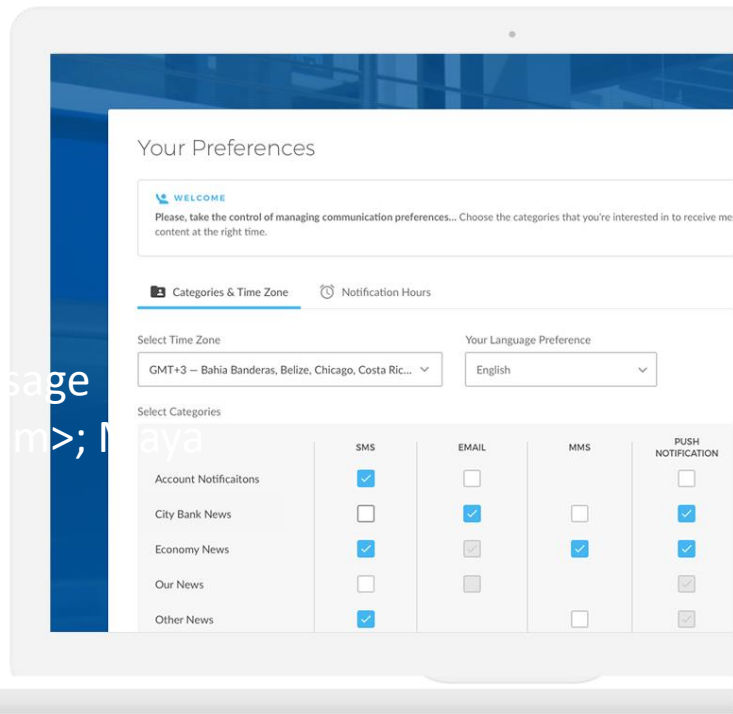
UNIFY

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.

Benefits

✓ Unified customer view

✓ Reduced opt-out rates

✓ Better segmentation & targeting

✓ Improved marketing ROI

✓ Higher customer satisfaction & improved loyalty

✓ 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
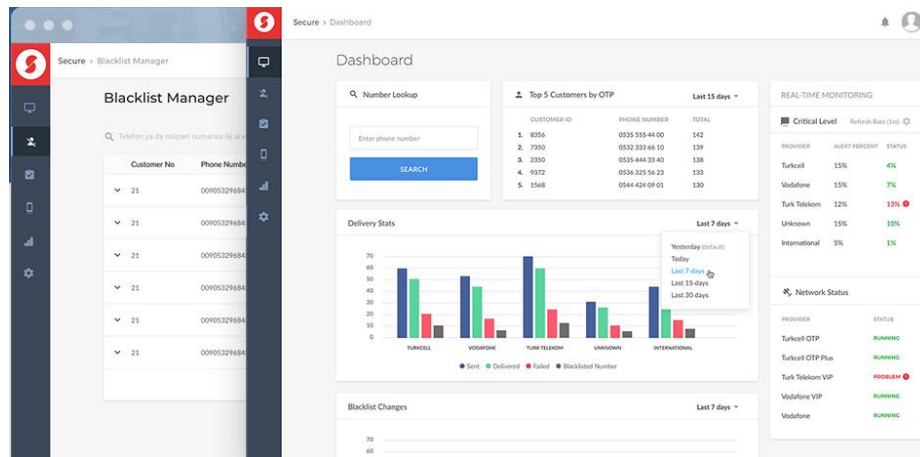
MONITOR

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.

Features

- ✓ Custom Fraud Rules
- ✓ Reporting
- ✓ OTP Password Generation
- ✓ Account Management
- ✓ Blacklist Management
- ✓ Single Dashboard

www.smartmessage.com