

EngageMore

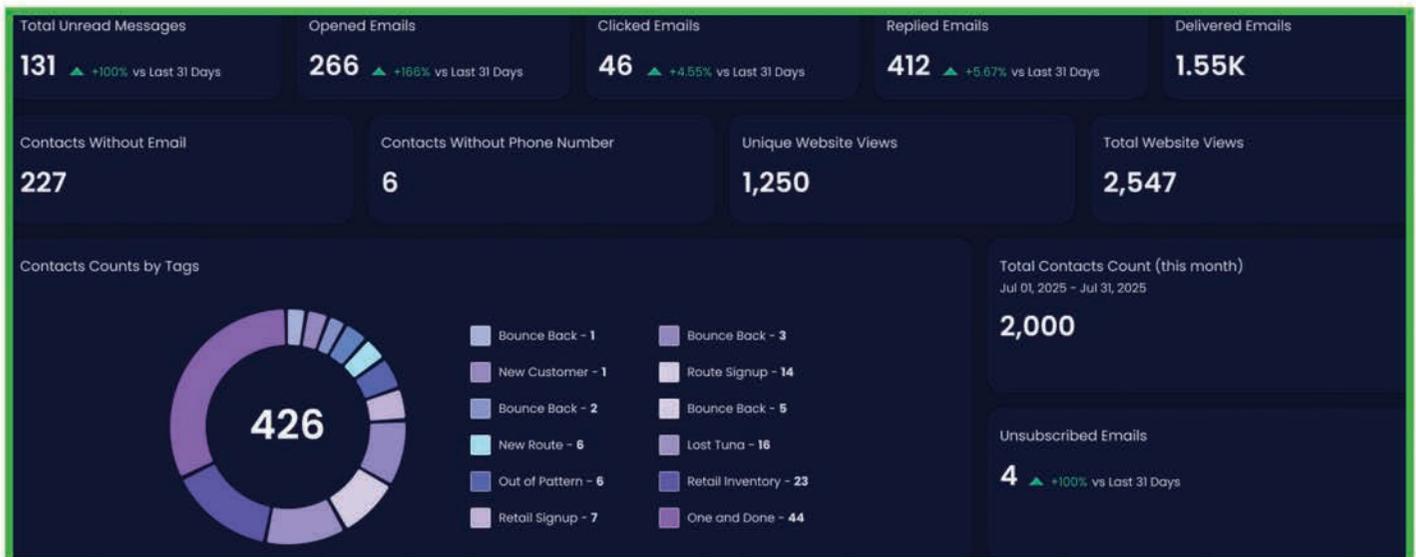
Unlock the power of your data!

EngageMore is a complete customer engagement system designed to transform your static contact lists into dynamic, revenue-generating tools. While traditional marketing sends generic messages and hopes for the best, EngageMore analyzes your entire customer database to discover what actually drives repeat business. We don't just send messages—we recover revenue, prevent customer loss, and provide business intelligence with a measurable ROI.

Intelligent Automation & Customer Lifecycle Management

Our system uses AI-powered pattern recognition and automated workflows to manage the entire customer lifecycle, from first-time visitors to high-value regulars.

- **AI-Assisted Customer Tagging:** The platform analyzes customer behavior and automatically tags them based on their activity. This allows for hyper-targeted marketing and personalization without manual effort.
- **New Customer Welcome & Bounce-Back Recovery:** Automated sequences transform first time visitors into loyal customers, then ensure they return with triple-touch campaigns (Email, SMS, Postcard) that capture non responders across all communication preferences.
- **Automated Win-Back Campaigns:** Smart algorithms detect when high-value customers deviate from their normal visit patterns. This automatically triggers personalized reengagement sequences and workflows, winning customers back before they are lost to a competitor.



Frictionless Promotions and Reengagement

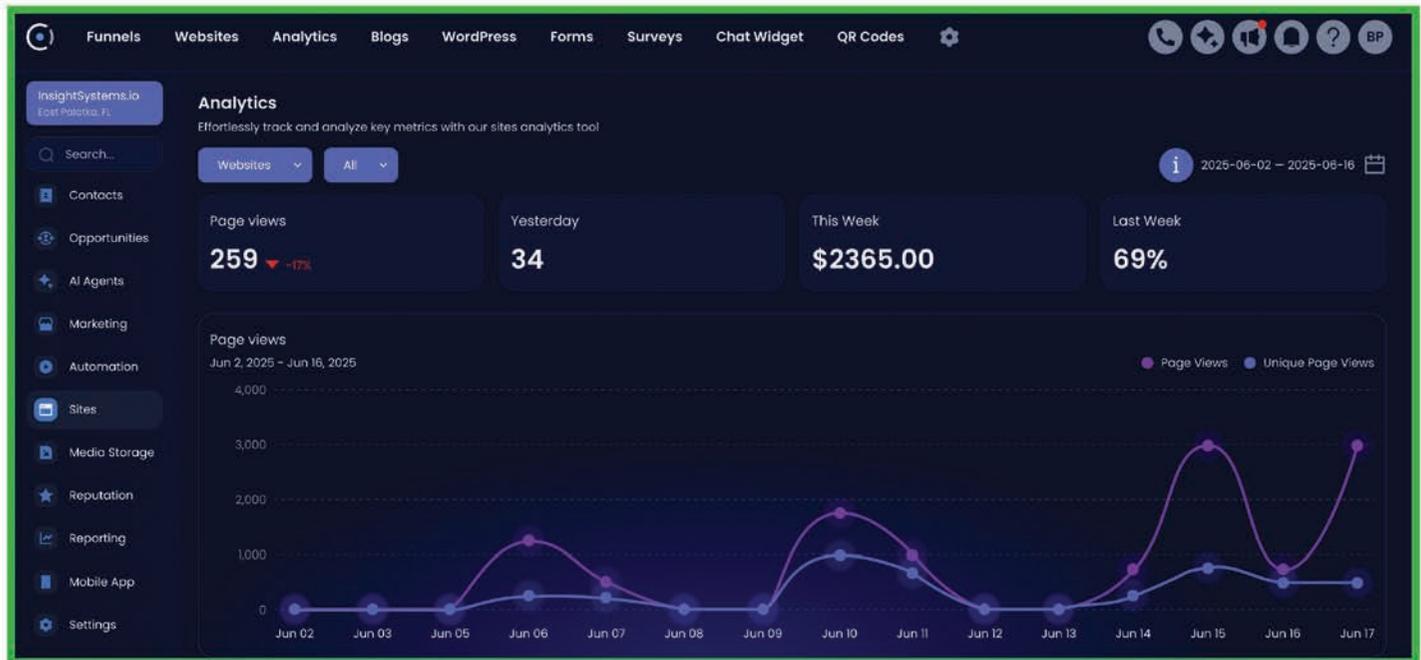
Move beyond simple discounts & leverage our intelligent promotions engine, delivering offers directly to customers via Email, SMS, or MMS.

- **Seamless Promotion Application:** When a customer clicks an offer received on their phone or computer, it is automatically applied to their account. This creates a frictionless experience, eliminating any burden on the customer to print a voucher or show their phone at checkout.
- **Offer Redemption Tracking:** The system knows when a customer has viewed or selected an offer.
- **Automated Re-engagement:** If a customer shows interest in a promotion but doesn't redeem it after a specific time, the system can automatically trigger a follow-up workflow to reengage them with a friendly reminder, maximizing your campaign's conversion rate.

The Omnichannel Advantage: Reaching Every Customer

Unlike digital-only systems, EngageMore ensures no customer falls through the cracks by using a powerful four-channel communication strategy: Email, SMS, Postcard, and Personal Call/Voicemail. This omnichannel approach increases conversion rates by 3-4 times compared to single-touch campaigns.

- **Email, SMS & MMS:** Instantly reach digitally engaged customers on their mobile devices. By supporting text-based communication, you can effectively connect with more customers, including those who prefer not to share their email address.
- **Custom Printed Postcards:** Connect with traditional customers who respond best to physical mail (90% open rate).
- **Personal Call/Voicemail Technology:** High-value customers can receive personal attention from a manager when needed, triggered automatically by the system.



Complete Analytics & Proven ROI Tracking

Real-time dashboards provide a transparent view of your marketing performance, tracking every dollar and every interaction.

- **Centralized Dashboard:** Instead of logging in to see your metrics, get a daily account summary report delivered directly to your email inbox. These reports provide a snapshot of your performance, including the number of unread conversations, new form submissions, and total outreach across all channels. You'll see detailed stats for SMS (sent, delivered, clicked) and Email (successful deliveries, opens, clicks, bounces), giving you a clear picture of your daily engagement.
- **Campaign Engagement Tracking:** Monitor the detailed performance of every message. Our dashboards show delivery, view, and click rates for both Email and SMS campaigns, so you always know which channels are most effective.
- **Targeted Offer Reporting:** Gain clear visibility into your campaigns by seeing exactly which customers were targeted for specific offers and how they responded, allowing for precise follow-up and strategy refinement.
- **Monthly Promotion Analysis:** Receive a detailed monthly report that breaks down your promotional campaigns. This analysis provides a high-level overview of total sales, discounts, and customer return rates, along with a detailed breakdown of each promotion's performance, including revenue generated and customer-level data.
- **Predictive Analytics:** Our system provides predictive churn detection to help you prevent revenue loss at a 5x lower cost than acquiring new customers.