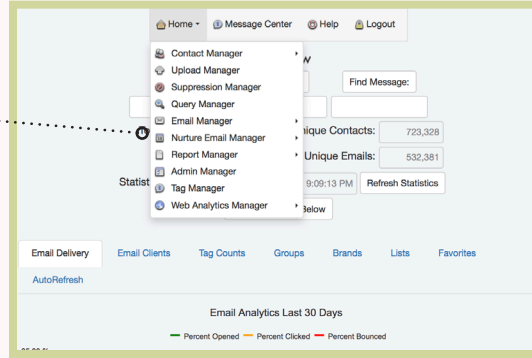


Timely Engagement

NURTURE MANAGER

Comprehensive activity review

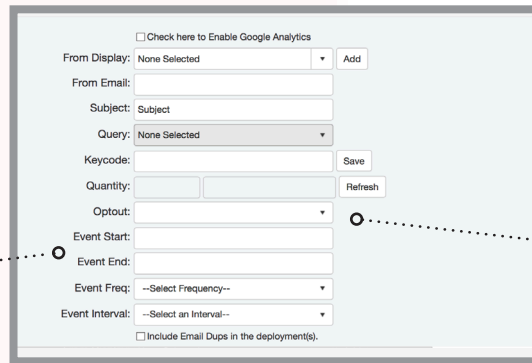
Immediately see the impact of your programs. Using the simple drop-down menus, quickly choose the brand and product, then display results. The report range defaults to the last 30 days. You define the start- and end-date. Results include all industry standard metrics.



OPTIMIZE ENGAGEMENT

Choose start, end, frequency, and interval

Easily choose your target segment and craft your message using drop-down menus. Define the perfect timing and frequency for your audience. You can even select from your organization's own frequently used "from addresses."



ACTIONABLE INSIGHTS

Robust program reporting

Quickly access and review the effectiveness of your programs across your entire file, for specific brand, product, and type of message. Report only the time period you're concerned with. Easy reporting ensures your team is working with the best information and making informed timely decisions.

Uniques	Unique Opens	Total Open %	Unique Open %	Unique Clickers	Unique Clicks	OptOut Clicks	Net Clicks	Click Deliv %	Click Open %				
86,146	86,146	50.40 %	29.52 %	35,470	36,262	933	35,329	12.11 %	41.01 %				
7,197	138	7,059	96.08 %	3,569	1,377	50.56 %	19.51 %	382	392	79	313	4.43 %	22.7 %
10,808	359	10,449	96.68 %	4,735	2,747	45.32 %	26.29 %	910	950	85	865	8.28 %	31.4 %
1,706	47	1,659	97.25 %	1,226	608	73.90 %	36.65 %	123	143	3	140	8.44 %	23.0 %
98,47				142,03	56,94							36.85 %	64.7 %

Date	Visitors	New Visitors	Return Visitors	Known Visitors	Unknown Visitors	Page Views
2019-06	170,796	140,178	30,618	18,207	152,689	287,667
2019-05	478,409	410,373	68,036	32,085	444,324	895,592
2019-04	530,310	461,559	68,751	31,061	499,249	947,453
2019-03	598,501	494,748	73,753	32,694	535,807	1,013,901
2019-02	544,229	475,526	68,703	31,837	512,392	954,901
2019-01	604,647	528,044	76,603	37,956	566,691	1,084,771

MESSAGE EDITOR

Bring your creativity or code

Copy and paste your own HTML, or build your message with the integrated HTML editor, a template, or from a URL. Creating a message is flexible and intuitive. You can also copy, preview, send a test, or inspect links from your list of existing messages.

PRIVACY CONCERNS COVERED

Manage opt outs across your entire file

Privacy management is file-specific for the use of email addresses. Our clients primarily use a multi-tiered structure that allows specific permission levels for both type of contact and type of content, maximizing both customer experience and marketing flexibility.

PRO TIP

Save time:

automate repeated or continuous actions

Use dynamic segments and nurturing emails to ensure timely and regular engagement with your audience. Consider use cases such as welcome series, upsell/cross sells, requalifications, renewal series, and triggered web events and behaviors.



Ready for a demo? Call 978-671-0440.