



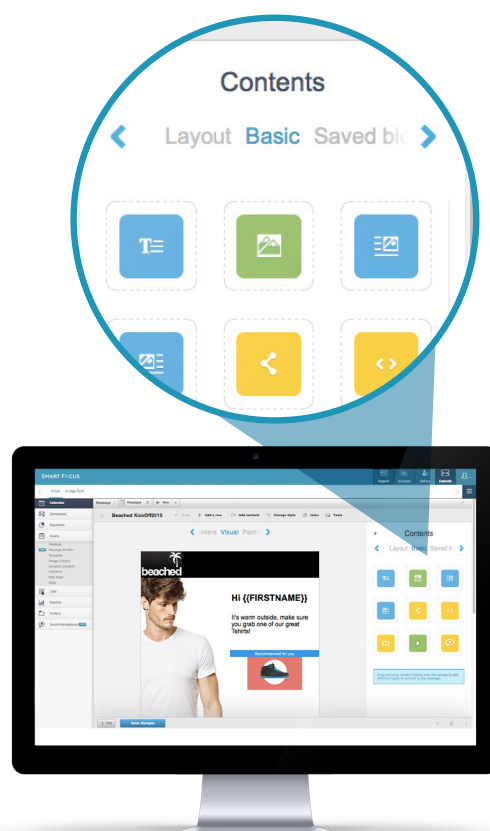
SMART FOCUS
THE MESSAGE CLOUD

Smart Email

Our SmartFocus Message Cloud's **industry-leading deliverability rates** guarantee your messages reach your customer's inbox. And when it gets there, what will the customer find inside? **Personalized, context-aware** content automatically optimized for whichever device they're seeing it on. **Reliability and intelligence.**

Powerful email campaign manager allows you to:

- ✓ **Convert subscribers into customers** faster with personalized content that populates when an email is opened, not when it is sent
- ✓ Build a relationship with your customers by **automating high impact lifecycle campaigns** that react in real-time to their behavior
- ✓ Whatever your level of technical expertise, **create personalized, mobile-optimized messages in minutes** with our easy-to-use drag and drop message builder
- ✓ Ensure your messages reach your customer's inbox with our **expert deliverability team and strong ISP relationships**



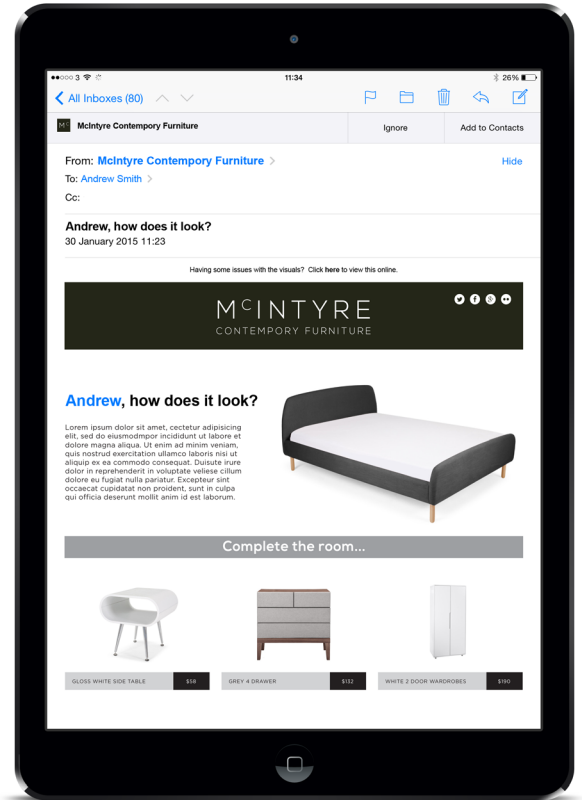


SMART FOCUS

THE MESSAGE CLOUD

Customer Challenges

- 1. Capturing consumer attention** – Today's consumer is always connected across multiple devices and channels. This makes it harder than ever to get customers to open your emails and listen to your message. What you need is context-aware messages that cut through the noise. Messages that react in real-time, personalizing content when a message is opened, and customizing for whichever device is being used.
- 2. Increasing measureable ROI** – Nowadays the customer is swamped with messages trying to persuade them to buy. But they will only listen to the business that speaks personally to them and is context-aware. To increase email response rates, you need to create personalized, unique emails for each customer. With Smart Email, you can do just that and deliver to millions of customers quickly and efficiently.
- 3. Lack of integration across channels** – Your customer doesn't think about things in terms of channels. So it's vital you deliver a consistently engaging customer experience across all channels and devices. The SmartFocus Message Cloud empowers you to unite your data and build a personalized, connected customer experience quickly and easily.



Choose The Message Cloud



One powerful platform

Everything in one place – that's the way of the world now. At SmartFocus we know that. So our Message Cloud is one platform giving you everything you need to make sure every time your customer comes into contact with your brand, whatever the device, whatever the channel, it's a personalized and unforgettable experience.



Context-aware marketing, as standard

The Message Cloud doesn't just individually target each customer, it targets each moment. The time of day, the weather, location – all these things affect a customer's changing needs. By taking these details into account we guarantee every message we deliver is relevant to the here and now and much more likely to capture the customer's attention.



At the top of our game for 15 years

At SmartFocus we pride ourselves on innovation. We've gone from an industry-leading email marketing platform to the world's first omni-channel, personalized Message Cloud with clients including Mercedes, Macy's and House of Fraser. And we're not done yet. We believe the more experience and expertise we have, the more we can help you drive your marketing forward. The perfect team.



HOUSE OF FRASER



ASTLEY CLARKE
LONDON



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