



Triggered
Messaging

Highly personalised real-time marketing



ENGAGE

Turbo-charge your
existing email
marketing platform



CONVERT

Real-time web
personalisation



RECOVER

Real-time abandonment emails

Built on the latest open data architecture,

Triggered Messaging is super flexible, integrates with any other platform and gets more out of your marketing technology investment.

Please turn over for more information...



Triggered Messaging
CONVERT

convert sessions into sales with real-time web personalisation

Leverage crowd-sourced web content, such as trending products, impulse buys, and personalised feeds, including recently-browsed items. Use Triggered Messaging to look into the real-time workings of your website.



Triggered Messaging
RECOVER

recover lost sales with real-time triggered emails

Cart Abandonment, Browse Abandonment, Form Abandonment and Process Abandonment. Single or multi-step programmes. Your ESP or ours. Even different remarketing programmes for different types of shopper.

“90% of cart abandonment leads go cold within one hour”

-Forrester

Triggered Messaging
ENGAGE



engage shoppers with marketing emails

Turbo-charge your existing email platform. Segment and personalise every marketing email that you send. Target groups such as new arrivals, recent buyers, your best customers or lapsed shoppers.

Imagine being able to segment and personalise using real-time behavioural and transactional data in your ESP without expensive software.

Personalise emails with real-time content like top products or new items.

“88% of web buyers have abandoned an online shopping cart without completing a transaction”

-Forrester