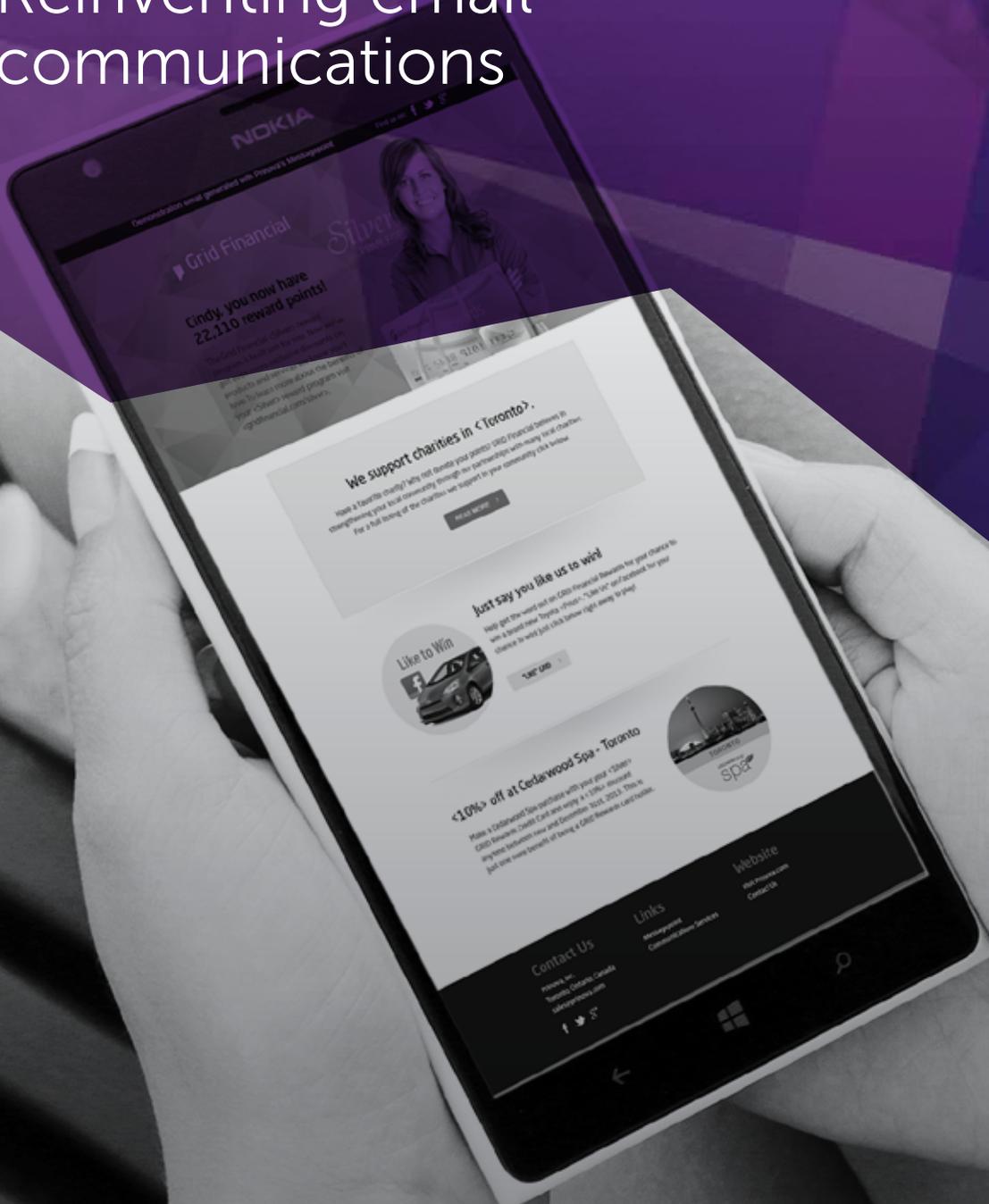


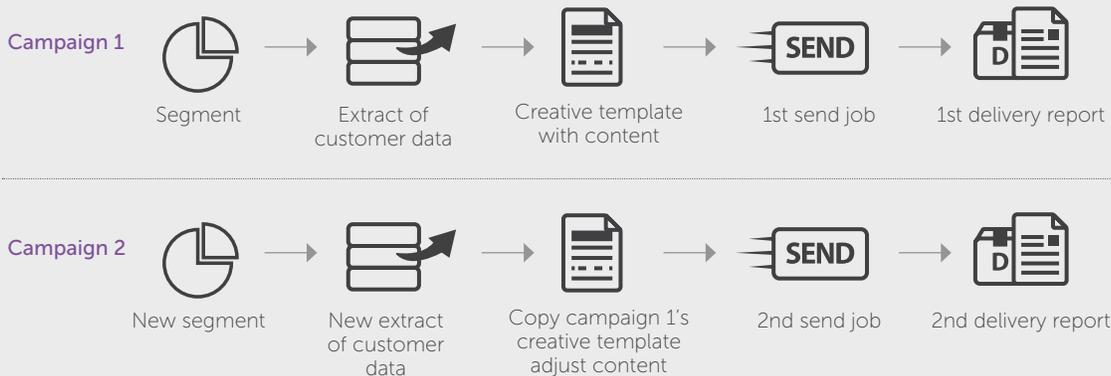
Messagepoint® – Reinventing email communications



Reinventing email communications

In most enterprises today, communicating to multiple segments of your customer base via email involves multiple segment pulls, multiple email templates, and multiple email blasts. You resort to copying and modifying existing templates to save time, but you soon find one or two of those pervasive typos or changes that need to be fixed, everywhere. Perhaps your team has an 'a-ha' moment that requires reworking common content, and you need to open those multiple versions individually to update them. Or maybe you just decide not to go down the personalized, micro-segmentation route, not because it's ineffective, but because it's just too hard and too much work? That's why Messagepoint re-invented email communications.

Traditional multi-segment campaigns



Your email experience with Messagepoint

Imagine a world where you can easily drive all of your segmentation and content variations through a single email template. Imagine yourself navigating through that same multi-segmented campaign email and viewing each segment's creative distinctly and easily through your browser. Need to make changes to common content? Change it in one place and have it applied everywhere, immediately. Ever identify a new segment or a sub-segment mid-stream? Picture yourself adding that segment's content variation with a few mouse clicks to that same email campaign. With Messagepoint, it's not only possible, it's simple.

At Messagepoint, we believe that, in many areas of customer communications, the status quo is broken, the complex needs to be simplified, that speed matters, and that you shouldn't have to compromise. We've applied those principals to email through Messagepoint, our hybrid cloud Customer Communications Management platform.

Multi-segment touchpoint in Messagepoint



Five things that make Messagepoint email different

There are some fundamental things that Messagepoint does differently from traditional email delivery tools.



1. Driving multi-segmented campaigns through a single job and template

Managing multiple templates to support multiple segments quickly becomes time-consuming and unwieldy. The content differences between segments can be quite small, yet managing each as a separate asset can be a massive undertaking, especially as messaging changes over time. In Messagepoint, we let you construct, manage and view the content variations required for each segment as a single, shared campaign email.



2. Variation management

The secret sauce behind Messagepoint email is its patents-pending methods for managing complex sets of content, simply. With Messagepoint, your base creative and content that most of your segments will share, can be inherited down to each sub-segment's content slice. This lets you change shared content once, and know that all sub-segments that inherit that content will adopt the new content automatically.

Where content differs for a segment, you can easily break the inheritance, modify the existing content, or create new content entirely for that segment's creative content. In Messagepoint, you can even turn your segmentation hierarchy into a navigation aide that lets you traverse your segment-specific content to quickly and easily review and edit.



3. Version control

For large enterprises like yours, managing content over time should be a controlled process, and Messagepoint has built-in flexible workflow approvals to let you govern when and who can change content, and what approvals are required before hitting the final send button. In addition, Messagepoint lets you, or other teams within your organization create versions of the entire campaign email so you can work concurrently on the next milestone of your campaign, while safely managing your current campaign's email content.



4. Embedded targeting

Segmentation can become very complex, but by embedding targeted messaging into your message structure, you can reduce that complexity significantly. Gender, age or geographical variations can be baked into your design, not broken apart through your segmentation hierarchy.



5. Sharing common content

Just because you're communicating to a single segment of your customer community, much of what you want to say might be common and relevant to everybody. Messagepoint lets you liberally share and re-use content to cut down on effort and speed your time to market.

Getting your emails out the door

Messagepoint integrates with your in-house messaging system or with services such as the Salesforce Marketing Cloud (ExactTarget) to deliver and track your emails to customers. Tight integration means that your business users can manage the entire communication process within Messagepoint.