

# Messaging at Scale

Accelerate your marketing programs with email and mobile messaging

In this era of rapid digital transformation, marketers are allocating more time into scaling their brand message to customers and prospects. Email has continued to be at the core of messaging, delivering a return of \$45 for every \$1 spent by commerce and consumer brands.<sup>1</sup> SMS has served to compliment email programs due to open rates reaching as high as 98%.<sup>2</sup> Consumer purchase decisions on mobile continue to rise and, as a result, email and SMS implementations in marketing programs have accelerated success for marketers. In fact, 50% of consumers have made a purchase from an email they received in the last 12 months, a 9% uplift on last year.<sup>3</sup>

With the messaging at scale use case, marketers can communicate with all customers with precise and effective targeting. Businesses require the right messaging capabilities to grow with them as they scale from startup to enterprise. While batch and send files are still used in platforms today, integrating a constant flow of data to activate trigger-based messages at scale is the most effective way to engage customers at the right time and place. Campaign reports need to enable growth through actionable insights and assist in identifying new audience segments and interests for future sends.

## Messaging Campaigns

Create scheduled, recurring, and trigger-based campaigns via email and SMS. Adapt the campaign workflow to the needs of your customers to foster lasting relationships. Whether the subscriber count is one hundred or one million, marketers should look towards the future to scale their email and SMS campaigns.



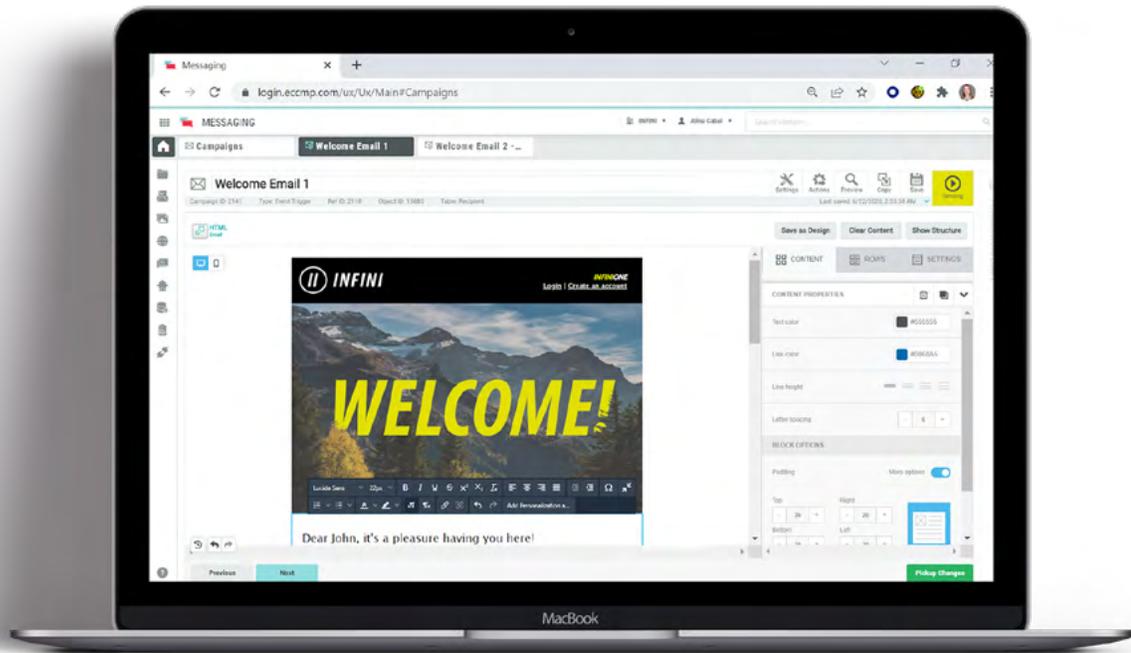
A major home and kitchenware retailer saw a 25% lift in revenue by utilizing an enhanced decisioning engine that creates an individualized decision for every customer, from message and channel to offer and products. More than 108 million customers are scored every hour and 1.4 million emails are sent each day.

## Smart Activation

Act on insights in real-time by scaling marketing automations with platform activation. In one unified platform, brands can continuously optimize messaging based on data loaded from point-of-sale and other first-party data sources. Trigger relevant messages based on engagement data to deliver personalized offers throughout the customer lifecycle.

## Basic Decisioning

Receive an overview of campaign performance through aggregate reports that can process data queries in milliseconds. Get granular and analyze data captured from campaigns to create audiences and segments for future messaging. Set send time preferences on an individual level to reach customers based on past opens and clicks.



Cheetah Messaging content design interface

## Single View of Customer, Analytics & Integrations

Keep the data driving your campaigns up to date through real-time integrations into your customer database. Display actionable insights from email and SMS campaigns within business intelligence reports and dashboards.

## Benefits

### Increase Customer Transactions

Increase average order value by 15% or more by continuously optimizing email design and content. Testing and optimization enables subject line, content, links, envelope information, and sending options; the winning version can be deployed automatically.

### Grow Customer Engagement

Increase customer engagement metrics such as opens, clicks, registrations, and beyond. Push the bounds of your creativity by creating an AMP-enabled version

of a campaign that can feature image carousels and automatically refreshed content, and allows the recipient to browse catalogs within emails, RSVP to events, fill out questionnaires, and automatically refresh content.

### Continually Improve ROI

Get better returns on email and SMS marketing budget by analyzing campaigns within integrated business intelligence reports and adapting accordingly. Run A/B/n testing campaigns based on insights gathered to apply live dynamic content and iterate to optimize for revenue.

1. <https://www.litmus.com/blog/infographic-the-roi-of-email-marketing>
2. <https://www.gartner.com/en/marketing/insights/articles/tap-into-the-marketing-power-of-sms>
3. <https://www.cheetahdigital.com/report/digital-consumer-trends-index-2022/>



## Campaigns

Scheduled Messages

Recurring Messages

Triggered Messaging



## Smart Activation

Smart Sending - Email & SMS



## Basic Decisioning

Frequency Capping

A / B Testing

Send Time Optimization

## Single View of the Customer, Analytics & Integrations

Audiences

Profile & Preferences

Engagement Metrics

Activities & Events

Messaging at Scale Solution Map