StrongMail® Message Studio
Next-generation email and cross-channel marketing platform for maximum customer engagement

StrongMail Message Studio is an enterprise-scale interactive marketing solution that enables marketers to cost-effectively implement sophisticated programs across email, mobile and social channels. With Message Studio, marketers can create highly relevant messages by leveraging subscriber profile data, behaviors and lifecycle events. With a drag-and-drop user interface, Message Studio makes it easy to add lifecycle marketing and real-time, event-triggered email and SMS messages to your marketing mix—tactics which are currently generating between 2x and 15x lifts in conversions for StrongMail customers.

Message Studio’s advanced integration capabilities enable marketers to connect directly to enterprise databases, web analytics and marketing automation systems to dynamically build, deliver and optimize highly personalized messages for better engagement and bottom-line results.

StrongMail empowers marketers with a digital marketing platform for efficiently implementing sophisticated email, mobile and social campaigns.

- **Lifecycle Marketing Automation.** Design, proof, automate and continuously optimize multi-stage, cross-channel lifecycle marketing programs with an intuitive drag-and-drop user interface.
- **Right-time, Event-triggered Email and SMS Messages.** Expand beyond batch-and-blast campaigns by precisely targeting and triggering personalized messages on a cadence that is driven by subscriber profile and behavior.
- **Increased Relevance with Dynamic Personalization.** Easily author and execute highly relevant messages that pull real-time subscriber data directly from various enterprise and partner systems.
- **Expanded Reach with Social Sharing.** Improve campaign reach and overall performance with social sharing and referral marketing interactivity.
- **Rich Interactive Reporting and Data Visualizations.** Monitor performance via a range of key performance indicator dashboards, interactive reports and detail drilldowns.
- **Maximum Deliverability.** Improve deliverability with sophisticated sending technology, smart bounce management, automated alerts, proactive support and total control of your sending reputation and IP addresses.
- **Complete Control, Flexibility and Scale.** Achieve maximum performance and high levels of customization with a dedicated system that is free from the performance drawbacks of shared, multi-tenant ESP solutions.
- **Burst Email Delivery Technology.** Deliver millions of personalized messages in minutes with StrongMail’s burst email delivery technology and dedicated infrastructure.
- **Cost Effective.** The lowest total-cost-of-ownership of any tier-one email service provider allows you to focus marketing spend on high-value programs and initiatives rather than email delivery fees.
- **Data Security.** Your sensitive customer data never has to leave your internal network, which gives you ultimate control over its security.
Message Studio Key Features and Benefits
With StrongMail Message Studio’s marketer-friendly interface and abundance of advanced features, it’s never been easier to create, deliver, track and optimize highly personalized campaigns that drive engagement and conversion.

**Sophisticated Campaign Management and Workflow Collaboration**
The quickest and easiest way to manage email and cross-channel marketing messages

- Create one-time, recurring and lifecycle campaigns from one centralized system.
- Work in several areas at once while preserving your original workflow with tabbed navigation.
- Author rich content with high levels of personalization, including social engagement and mobile device viewing options.
- Use point-and-click personalization of “From” names, addresses, subject lines and content based on list, demographic or other data.
- Easily create rules-based dynamic content based on simple conditional “if-then-else” logic.
- Track sharing and conversion activity in real time.
- Dynamically preview test messages on-screen, leveraging actual recipient data for more accurate proofing.
- Author and schedule posts to social networks with social publishing features.
- Collaborate across multiple organizations and business units using role-based permissions that offer approval requirements for message creation and execution.

**Drag-and-Drop Lifecycle Marketing**
Easily design and automate multi-stage, event-triggered programs

- An intuitive drag-and-drop UI makes it easy to author and test multi-stage, rule-driven email and SMS messaging flows.
- Automatically trigger lifecycle messages with real-time APIs or via recurring, scheduled targeting of subscriber segments.
- Continuously optimize message flows based on open, click or conversion goals with a recurring automated winner selection feature.
- Easily test each possible message flow in multi-stage programs.
- Launch, pause and resume live programs via an intuitive program management interface.
- Export subscribers at key stages of a program to integrate with other business systems.
- Transfer subscribers between lifecycle programs to build sophisticated customer experiences.
- Leverage best practice templates for common scenarios, including welcome, cart-abandonment, lead nurturing and win-back programs.

**Test and Optimize**
Improve your email marketing programs with A/B and multivariate testing features

- Easily create and execute A/B tests to select a winning subject line, launch schedule, or call to action.
- Optimize campaigns in real-time with advanced multi-variate testing techniques.
- Test any email component, including content, template design, subject line, message format, launch time and “From” name/address.
- Automate continuous optimization of automated lifecycle marketing programs where candidate paths are tested on a recurring schedule to promote the best performing offers and dialogue over time.
- Create and use control groups to perform advanced analyses of campaign effectiveness across channels.
Real-Time Visibility and Reporting
Measure your email success with relevant and actionable reports

- Monitor all key campaign metrics, including targeted, sent, failed, opens, clicks, shares, conversions, revenue, unsubscribes and complaints.
- Understand trends in performance metrics over time with a variety of data visualizations.
- Compare different campaign and mailing results across a variety of date ranges.
- Quickly assess template effectiveness with an HTML Overlay Report that provides click-tracking details overlaid on the message template content.
- Drill down on summary metrics for detailed results. Easily print presentation-quality reports, share via email and output to PDF or Excel formats.
- Build custom reports to answer important questions for your business.

Advanced Data Segmentation and Targeting
Send the right message, to the right person, at the right time

- Easily define sophisticated targets with a drag-and-drop user interface.
- Leverage recency and frequency attributes to better target for optimum cadence control.
- Use partner extension attributes to target based on demographics, social influence and propensity-to-buy data.
- Build advanced SQL-based targets.
- Run counts and preview targets for quick verification of target recipients.
- Create re-usable library of targets for inclusion and exclusion as well as organization-wide suppression rules and seed lists.

Superior Deliverability Technology and Services
Maximize inbox delivery with proven technology and proactive services

- Get your messages to the inbox with reliable, high-performance burst email delivery technology that can deliver millions of personalized messages in minutes.
- Ensure compliance with ever-changing ISP and corporate anti-spam delivery parameters with automatic Live Updates.
- Take advantage of integrated authentication standards, domain throttling and optional certification services.
- Keep your lists clean with automated bounce management and unsubscribe functionality.
- Leverage proactive deliverability and ISP remediation services to address potential problems.
- Build a solid sender reputation and effectively ramp up your IP addresses.
- Access powerful tools, including campaign preview and mailbox monitoring, to optimize your email programs for maximum deliverability.

Data Integration and Control
Enable connectivity to all of your data assets

- Connect directly to common databases, including Oracle, Microsoft SQL Server, DB2, Teradata, Sybase ASE, MySQL and Postgres, to avoid duplication and synchronization issues.
- Easily import recipient data into Message Studio for immediate access to customer data for targeting, personalization and sending messages.
- Schedule automated imports via FTP.
- Smart bounce management helps ensure that your lists are clean and updated by eliminating bad addresses, processing unsubscribes and complaints, and reporting on undelivered messages.
Social Media Integration

Message Studio also features integrated social sharing and viral marketing capabilities, enabling you to easily leverage the power of social media to extend the reach of your email marketing programs and track the performance from the initial sharing activity all the way to the specified conversion.

StrongMail Influencer and Social Notes allow you to monetize your social media marketing efforts by improving campaign performance, acquiring new customers and identifying your biggest influencers for future remarketing.

**StrongMail® Influencer™**

StrongMail Influencer is a word-of-mouth acquisition solution that enables marketers to extend the reach of their existing email and online marketing campaigns into Facebook, Twitter, Pinterest, blogs and other social channels. Unlike typical social sharing solutions, StrongMail Influencer creates an interactive experience that motivates consumers to share offers and information with their social networks. Not only does it make sharing easy, it facilitates on-going sharing activity with regular updates on the results of their activity and progress towards incentive goals.

In short, Influencer enables marketers to acquire new customers with referral marketing programs that motivate their biggest brand advocates to spread the word about their brand or offer. A comprehensive solution, Influencer also offers detailed reporting on sharing behavior and conversions that empower marketers to build loyalty segments for future re-marketing efforts.

**Key Benefits**

- Expand your reach via popular social networks and email.
- Motivate consumers to share via interactive, easy-to-use interface.
- Easily boost the performance of an existing referral campaign.
- Identify your biggest brand advocates for remarketing purposes.
- Inspire and reward your list members for promoting your brand.
- Tap your best customers’ connections to build your list with like-minded consumers.

**StrongMail® Social Notes®**

StrongMail Social Notes is an innovative social-sharing tool that makes it easy for people to share any email or web-related content – all without leaving your branded experience. With Social Notes, you can instantly add social networking features to your email campaign or website, while keeping the conversation within the context of your brand, products or content.

Because the sharing happens within the tool, Social Notes tracks actual sharing activity. Other solutions take users to the selected social network site to complete the share, which eliminates the ability to report on whether they actually followed through. Conversely, Social Notes provides marketers with real-time insight into what content is shared most often, which social networks or channels are most popular, and the top usage activity, such as views, clicks and conversion rates.

**Key Benefits**

- View key performance metrics (opens/views, clicks and conversions) in real time.
- Maintain control of the user experience with a self-contained sharing tool.
- Identify your most popular content and sharing channels.
- Launch with no programming in minutes.
- Extend your reach via the most popular social networks (Facebook, Twitter, Pinterest, blogs, email, etc.).