



# BRONTO MARKETING PLATFORM

Sophisticated Email Marketing Made Easy

The Bronto Marketing Platform provides a suite of sophisticated, easy-to-use tools for marketers to create, send and analyze emails. Grow revenue and engagement while saving your organization time and resources. Seamless integration with leading ecommerce platforms provides the data needed to create relevant and personalized messages, and automating email processes at scale is quick and easy. With over 16 years of email marketing experience built into the Bronto platform, along with our award-winning customer support, Bronto solutions help organizations of all sizes achieve email marketing success.

## Key Benefits

- **Grow revenues** by maximizing the value of data with powerful and flexible email marketing solutions.
- **Save time and resources** with drag and drop tools and automation.
- **Create relevant, personal messages** by bringing shopper engagement, preferences and website behavior together.
- **Measure and optimize marketing ROI** by going beyond open rates and click-throughs to see revenue generated from specific campaigns.
- **Accelerate email marketing success** with an award-winning team of digital marketing and technical specialists.
- **Future-proof your business** with the last email marketing solution you will ever need.

The Bronto Marketing Platform empowers marketers to grow engagement and revenue while saving time and optimizing resources.

### **Message Creation**

Our drag-and-drop editor allows for easy creation and editing of messages. Don't want to build your own? No problem, choose from dozens of mobile-optimized email templates. Preview messages across email clients, browsers and devices.

### **Personalization**

Your shoppers are unique, and your email marketing should be too. Develop relevant, targeted and personalized messages. Create detailed segments by using subscriber profile data, purchase information, click and visit behavior, geolocation, demographic data, and more. Leveraging customer information, Bronto allows you to deliver personalized product recommendations in emails and on your website.

### **Automation**

Save your team time by introducing automated message triggers to your email marketing program. With drag-and-drop functionality, create automated campaigns like welcome series, cart abandonment, and transactional messages.

### **Cart and Browser Abandonment**

Recapture lost revenue from shoppers by identifying abandoned carts and responding with timely, personalized cart recovery message. For the window-shoppers on your website, leverage browse behavior to automatically deliver personalized messages featuring products of interest.

### **Automate List Growth and Engagement**

With Pop-Up Manager, it's easy to design and deploy customized, mobile-friendly pop-up modals in minutes — no coding required. Use pop-ups to capture subscribers or recover visitors about to leave your site.

### **Coupon Management**

Offer an incentive to help with sign-up or closing a sale. Coupon Manager can easily manage integrating unique coupon codes into your pop-ups, email messages, and forms. Gain insights into redemption metrics and revenue per coupon.

### **Integrations**

Integrate technologies and data sources into the Bronto Marketing Platform to facilitate data-driven marketing. Best-in-class integrations are available with leading ecommerce platforms including Magento, Shopify Plus, Salesforce Commerce Cloud, and Oracle NetSuite. For other platforms or bespoke solutions, turnkey options for data capture and open APIs are available. Expand your marketing capabilities even further with our partner integrations.

### **Reporting and Analytics**

Real-time, customizable, role-based dashboards give you the ability to view the metrics critical to your email program, including insights into list growth, deliverability by domain, contact performance, and more. Message reporting offers distinct metrics across engagement, deliverability, and revenue tracking coupled with time-frame based filtering. A/B split test reporting provides comparative performance metrics starting with opens and clicks leading to revenue per email.