3266160

Appsuite

Campaign & Notifications Engine: *Multi-Channel Marketing*

**INCLUDES PART
2726128**

The multi-channel Campaign & Notifications Engine module is the heartbeat of the Appsuite marketing solution. Key attributes include integration to supported POS systems, support for sophisticated offers based upon specified qualifications (minimum price, items, itemizers, family groups), integrated analytics and reporting, multi-channel messaging (email and push messaging), 1-1 targeting, automated recurring campaigns and integrated consumer Progressive Web Apps and web plug-ins. This module requires the addition of an email package.

CONFIGURED RULES

Demographic
- Standard Profile: Birthday, Anniversary, Location
- Extended Profile: Custom Fields

Spend/Status
- Spend/Time
- No Spend/Time
- Program Status: Bronze, Silver, Gold

Event Triggers
- Registration
- App Download
- Visits
- Surveys
- Promo Codes

Products
- Check Items
- Groups of Items: E-Gift + Online Orders, Etc.
- Item Count

OFFERS
- In Store/Online
- Restrictions
- Images & Descriptions
- Discount Types

Member Linked Configured Campaign
1. Basic Settings (Start, End, Duration)
2. Offers
3. Configured Rules (Recipient List)
4. Notifications

NOTIFICATIONS
- EMAIL
- PUSH MESSAGE
- TEXT