masteraudience

Everybody is different and it's time to make your subscribers feel unique and awesome

Maximize your campaigns, sending the most relevant information
to the right people at the right time through the right channel

Build and maintain a complete understanding of the interests and preferences
from everyone who interacts with you, with a master marketing audience database

How can Master Audience help you?

1. Manage your Audience

- **Create different lists** of contacts to reach your targets with the best message. Segment your audience based on past campaigns behaviours (like a view, a click or even a Facebook share), profile data, preferences, actions or transactions history.

- **Customize sign-up forms** to use on your own website, your Facebook profile or fan page and get new subscribers in real time

- **Get rid of inactive contacts**, focus on your engaged subscribers and simply watch how your database grows and manages itself automatically.

- **Save hours performing bulk list manipulation tasks**, like list merge, list copy and bulk updates, and say goodbye to misspelled and duplicated emails, phone numbers or emails that doesn't exist anymore.

- **Enjoy List Quality Procedures that automatically manages Spam** complaints avoiding you from being blocked in the future.

- **Feel free to customize your subscriber's database** managing additional fields to fit your business needs.

- **Add unlimited database fields fully customizable**. In addition to the default profile fields, you are free to create all the extra fields you need that best match your business needs.

- **Import or Export your existing contacts** easily from Excel, text files or even bring people from your Facebook, Gmail, Hotmail or Yahoo account.

- **Make powerful integrations** with your external ERP systems or e-commerce websites, managing your customer's data on the fly.

2. Create Cross-Channels Marketing Campaigns (Email, Mobile & Social)

- **Manage your campaigns by mixing Email, SMS and Social channels** to attract, engage and keep customers, and at the same time increase sales and marketing performance.

- **Synchronize all of your marketing efforts into a single online platform**, and realize multiple touch points with your audience for a greater boost for your message.

3. Chose a Template

- **Free template gallery** for design inspiration with many examples to help you create something remarkable.

- **Create beautiful messages in minutes** combining pre-designed templates with an easy drag-and-drop editor. Make it personalized by adding your content as you need. You'll send out an unforgettable message every time.

- **Do it in your own way** through an intuitive template builder, and create personalized templates to be used whenever you want.

- **See how your emails look before you send.** Inbox Inspector will generate screenshots for the most popular email clients, to ensure that all elements of your email will render correctly.

4. Send your Campaign

- **Personalized content features** will help you to handle subscribers' segmentations, to keep your message relevant and get the best campaign effectiveness.

- **A/B Split testing**, allows you to test different versions of your message (like a different subject) with a small percentage of your contact list. So you can understand which one works better and then automatically send the winning message to your entire list.

- **Ensure emails get delivered** using our integrated Spam checker, which calculates a Spam score based on several factors, like used phrases, words, code and links. Detailed recommendations will help you to get the best deliverability for your campaigns.

- **Stats history** for every message you send, that gives an easy way to access historical campaigns and re-use a past successful communication template.

5. Create Logical, Triggered Messages Using Workflows

- **Triggered Messaging** feature allows you to deliver your message when subscribers meet the criteria that you set (like a product purchase, birthday or favorite content add).

- **Create Workflows** defining sets of procedures for a campaign lifecycle. You can set up a sequence of unlimited communications mixing all available channels (E-mail, SMS, Social, etc).

- **Save time and resources** by setting up recurring campaigns or schedule individual messages to be sent in a specified date and time.

- **Relax knowing that you are closer from your subscribers** then never before. Stay permanently in touch with the right message at the right time, without lifting a finger.

6. Track Your Results

- **Complete campaign results** that allow you to measure your multi-channel success. Know who opened and clicked your e-mails, which are the most used links, who shared it to Facebook, unsubscribed a newsletter and many, many more.

- **See your campaign reports on the go,** with real-time reporting. Follow your message results every step of the way.

- **Intelligence procedures** allow you to compare past campaigns and track conversions knowing how many people completed predefined goals. Clearly understand your subscriber's environment and behaviors.

- **Integrate Google Analytics with your campaigns**, print powerful reports & export results to excel.

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