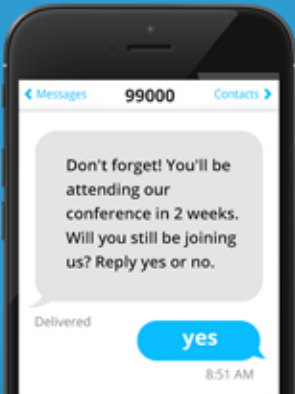


Multi-Channel Automation Summary



Trumpia is a web-based Multi-Channel Marketing Automation service that integrates powerful marketing automation with the widest variety of messaging channels (mobile, email, social media, and voice broadcast) to deliver the broadest reach. Trumpia is used by more than 40 industries, and our All-in-One Automation is uniquely capable of targeting consumers via mobile and social channels using various customer engagement tools that are ideal for building foot traffic. Now marketing automation is no longer limited to just email marketing for large price ticket items or B2B businesses.

Mobile Text Marketing



Reach your customers wherever they may be with concise, memorable messages delivered through the most immediate channel. Engage them using mobile keywords, coupons, QR codes, voting, reminders, Yes/No response, picture messaging and more. Trumpia's mobile text marketing is proven to be highly effective, bringing tangible results for your campaigns.

Multi-Channel Marketing



With today's digital lifestyle, the best way to reach your customers is through the channel they most prefer – be it through mobile, email, social network or even voice messaging. Broaden your reach with Trumpia's Multi-Channel Marketing, which combines all of today's most popular channels into a single integrated package at one great price so that you can reach ALL of your customers, anytime, anywhere.

Marketing Automation



Harness the power of Trumpia's unique Marketing Automation features to help your organization get more results with minimal effort. Our system can automate the tedious chores of collecting, sorting and targeting distribution lists to deliver the most relevant messages with the highest impact. Set automated drip campaign rules to personalize each message with the most effective offer at perfect timing based on the interest and response history of each recipient. It's smarter marketing, done automatically.

Access Control



Trumpia's Access Control feature enables multiple users to share the same account but with varying privileges so that team members only have access to data and functionality that are relevant to their job. It also works with Roles and Campaign Templates to help maintain corporate standards.

Multi-Location



If your organization has multiple departments or locations, you can manage data and feature access by user, role and organizational level. A user may be granted access to features that vary from one location to another. For example, a New York user can have full access to distribution lists and campaigns from Manhattan location but can only view campaigns from Long Island. A national Vice President can analyze reports from any region in the US and allocate marketing resources to successful regions. Multi-Location Access Control is easy to manage and yet powerful enough for any size organization to effectively manage data sharing, security, resource allocation, and corporate compliance.