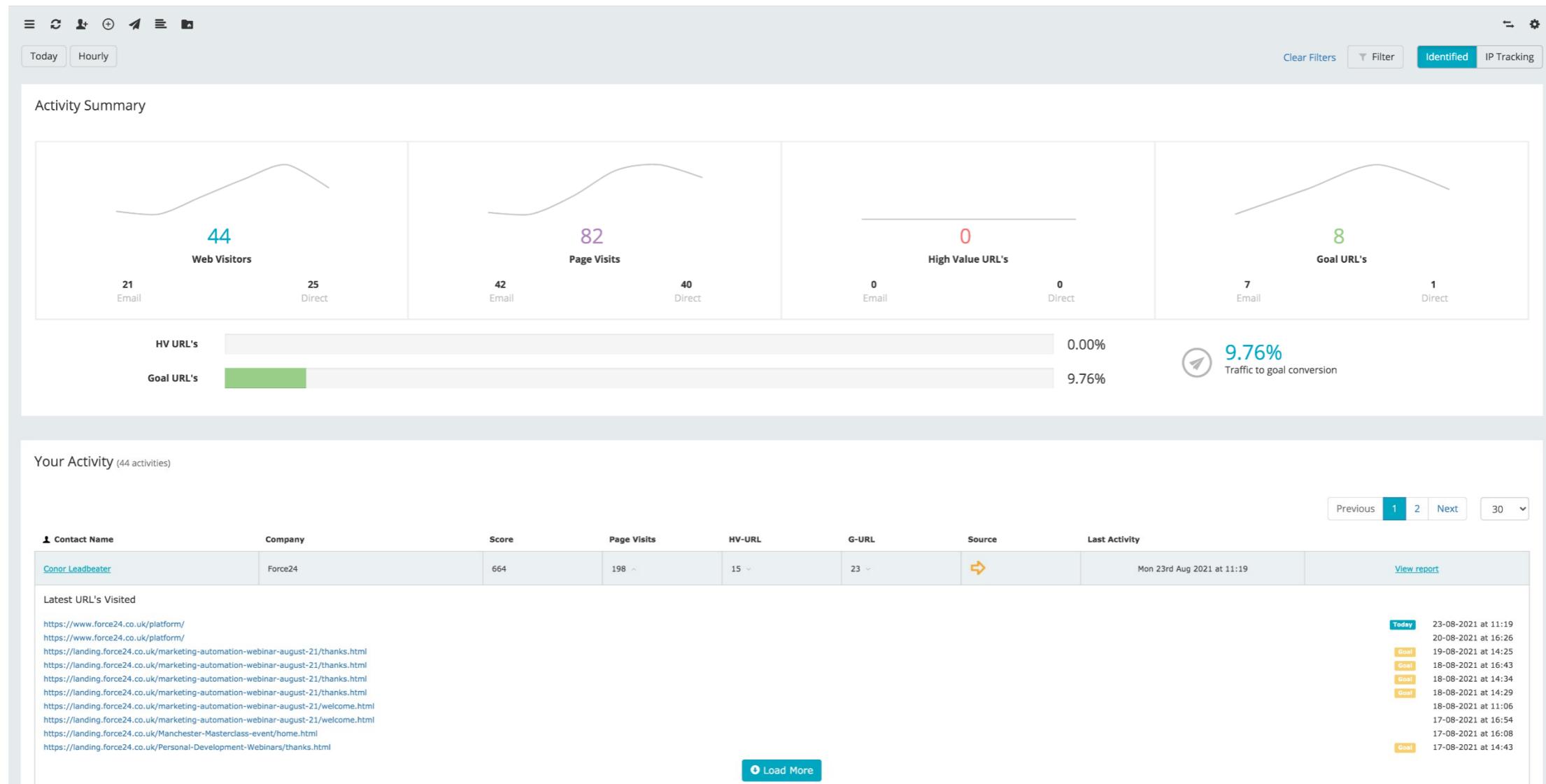


Force24 Feature Stack

Force24™
Marketing Automation



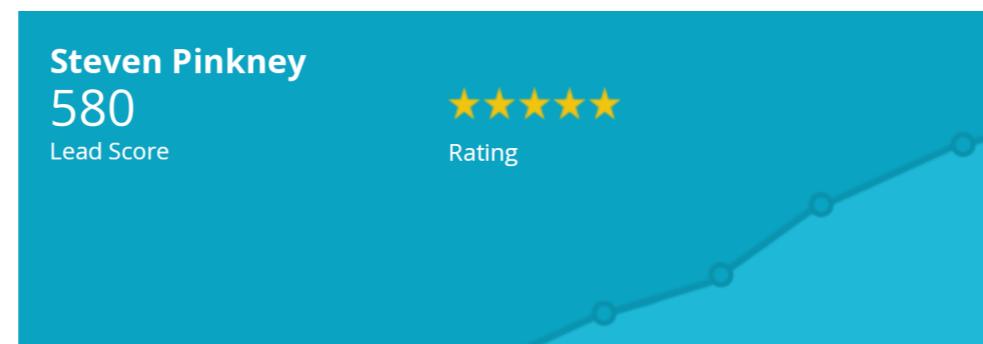
Reporting: Web Activity



Web Activity gives insight into all the Identified contacts that have visited the website and what pages have been visited. Assigned High Value and Goal URLs also allow the attribution of a higher score when utilising the Lead Score feature to notify the team of engaged contacts



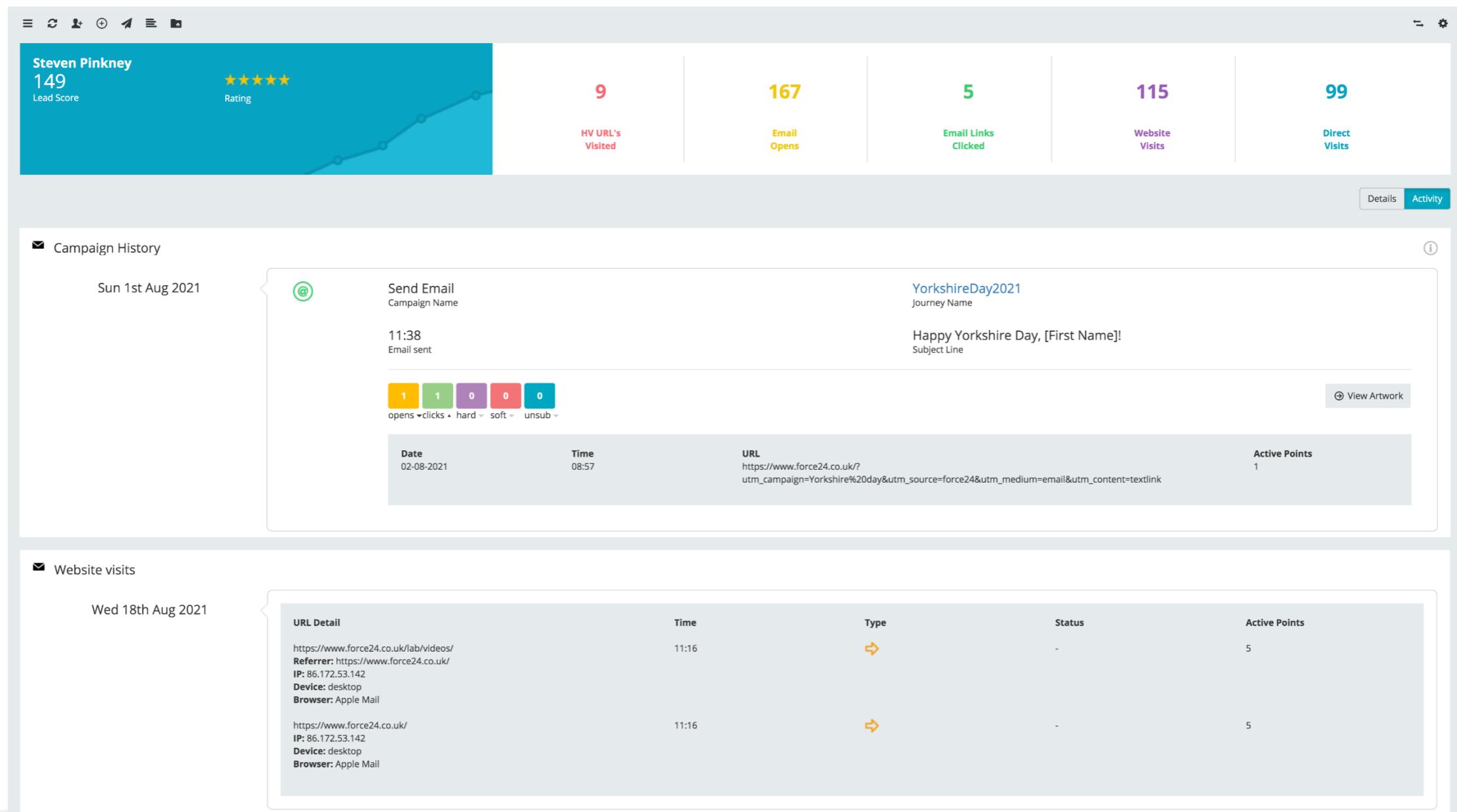
Reporting: Lead Scoring



| Lead Scoring | | | |
|---|---|---------------------|----|
| These are the values attributed to user actions | | | |
| Web Page Hit | 3 | High Value Web Page | 15 |
| Email Click | 1 | Email Open | 0 |
| Repeat Web Visit | 5 | Hit Goal URL | 25 |

Lead Scoring offers a customisable point scoring system that gives you visibility of your most engaged prospects and customers. Lead Scoring encompasses both Campaign Engagement and Web Activity allowing you to implement a Lead Scoring threshold, that once met can notify yourself and the sales team with relevant information and a Singular Contact activity link for quick and easy access to view how a prospect or customers lead score has been generated

Reporting: Single Contact



The screenshot displays the Force24 Single Contact View. At the top, a summary bar shows the lead score (149), rating (★★★★★), and five key metrics: HV URL's Visited (9), Email Opens (167), Email Links Clicked (5), Website Visits (115), and Direct Visits (99). Below this, the 'Campaign History' section is expanded, showing an email campaign from 'YorkshireDay2021' on 'Sun 1st Aug 2021'. The campaign details include the campaign name, send time (11:38), subject line ('Happy Yorkshire Day, [First Name]!'), and a breakdown of opens (1), clicks (1), hard bounces (0), soft bounces (0), and unsubscribes (0). The 'Website visits' section is also expanded, showing two visits on 'Wed 18th Aug 2021' to the URL <https://www.force24.co.uk/lab/videos/>. Each visit is categorized by type (Type: Outbound Link) and has an active point value of 5.

Single Contact View gives insight into every campaign a contact has received, and every page visit they have performed.



Reporting: Segments

The screenshot displays the Force24 marketing automation platform's reporting interface for segments. At the top, a banner for a segment named "Steve test" is shown, created on Fri 5th Oct 2018, with a rating of 4 stars. The banner includes a "Live" and "Test" toggle switch. Below the banner, five key metrics are displayed: Total Contacts (2, yellow), Active Contacts (2, red), Active Emails (2, green), Active SMS (2, purple), and Active Direct Mails (2, blue).

The main content area is divided into two main sections: "Campaign Summary" and "SMS Stats".

Campaign Summary:

- Email Stats:**

| Type | Count | Percentage |
|--------------|-------|------------|
| Sent | 0 | 100% |
| Opens | 2 | 0% |
| Clicks | 1 | 50.00% |
| Unsubscribes | 0 | 0% |
- Deliverability:**

| Type | Count | Percentage |
|----------------|-------|------------|
| Hard Bounce | 0 | 0% |
| Soft Bounce | 0 | 0% |
| Spam Complaint | 0 | 0% |

SMS Stats:

- Type:**

| Type | Count | Percentage |
|--------|-------|------------|
| Sent | 0 | 100% |
| Clicks | 0 | 0% |
- Deliverability:**

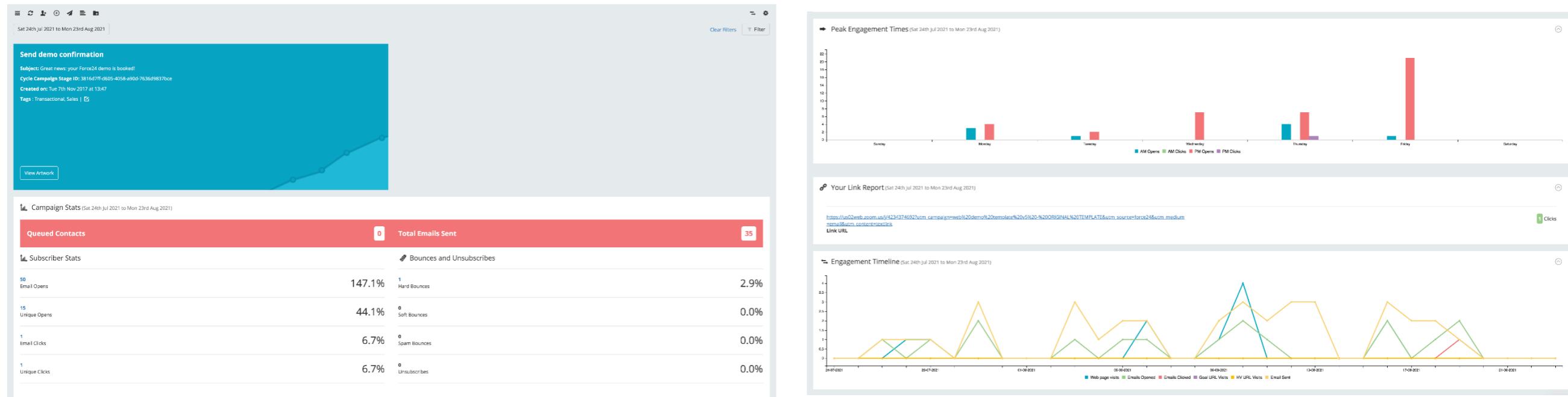
| Type | Count | Percentage |
|------------|-------|------------|
| Rejections | 0 | 0% |

Average Lead Score: A large green box displays the average lead score as 96.

Activity Stream: A timeline showing two recent activity events for "Steven Pinkney": an open on Mon 14th Jun 2021 at 14:58 and another open on Fri 6th Aug 2021 at 10:55, each with a "Take a look" link.

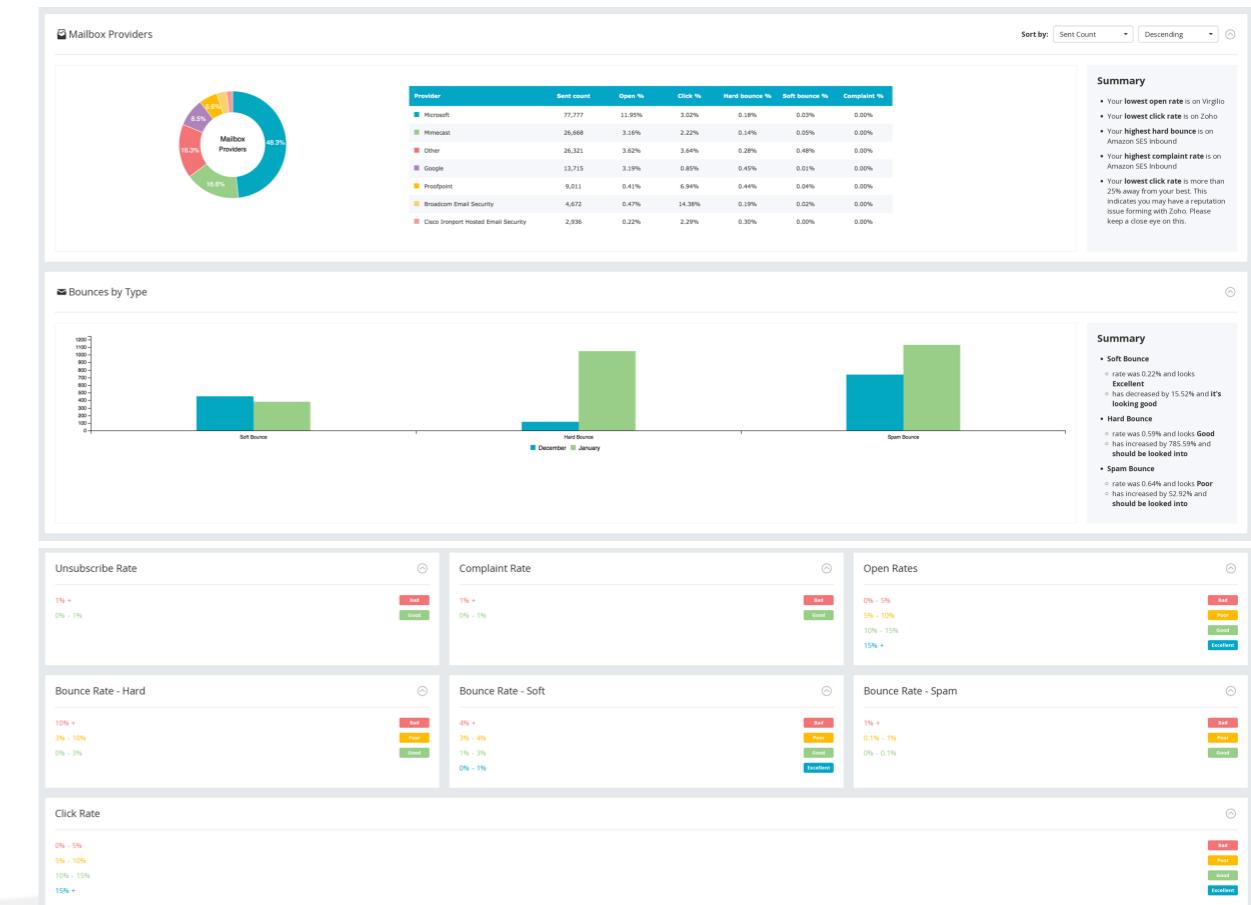
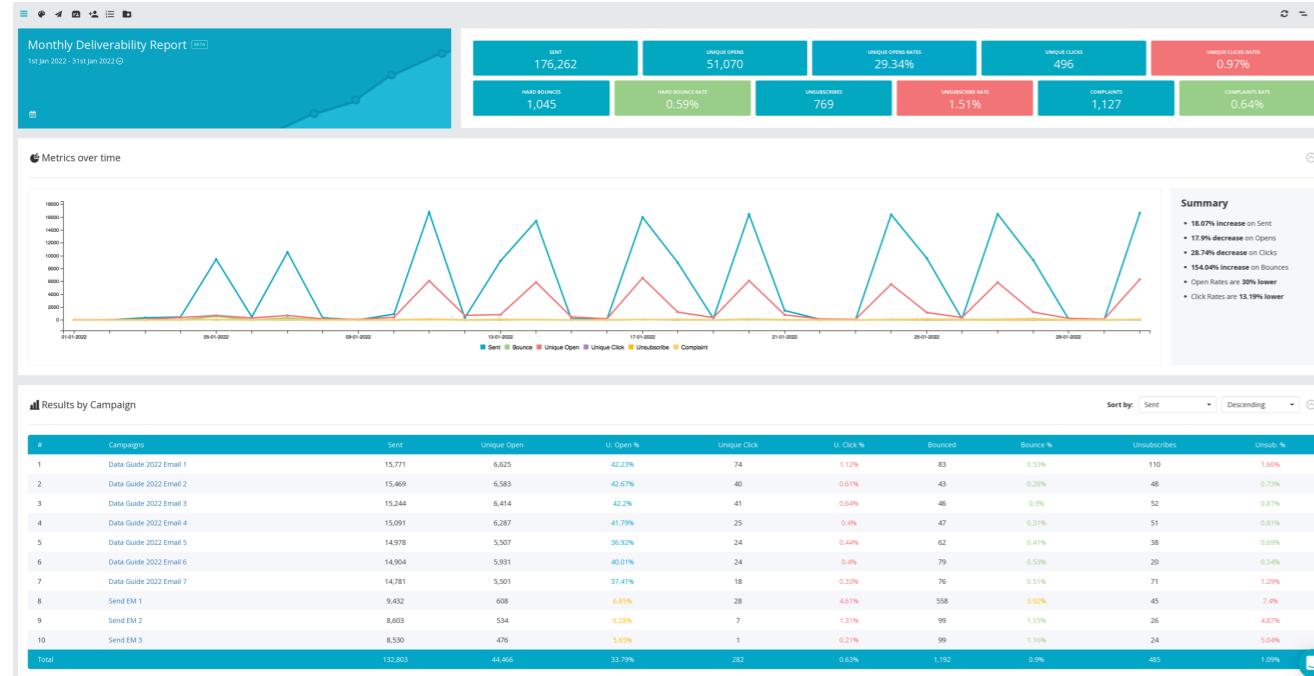
Segment level reporting gives insight into the engagement of a group of contacts, collating the campaign performance per segment.

Reporting: Campaigns



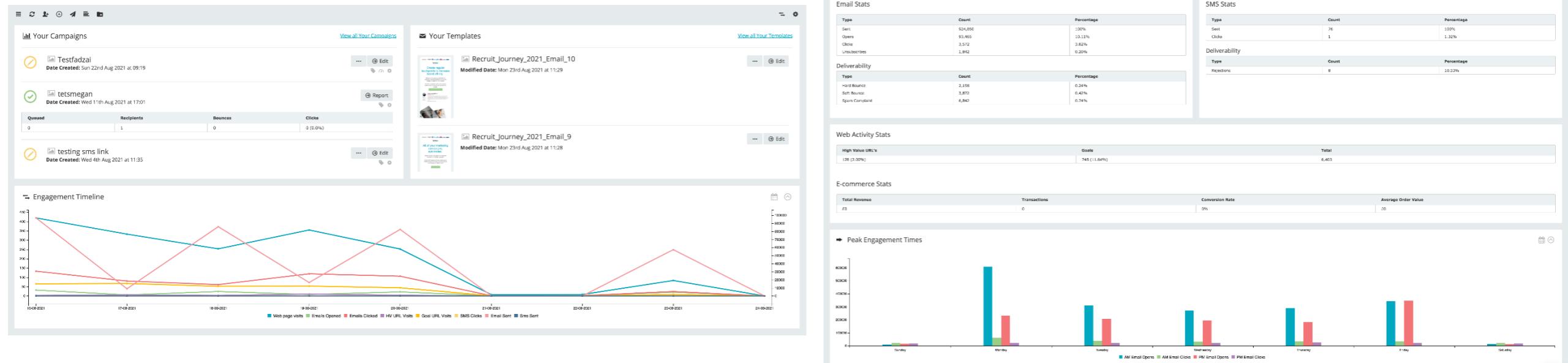
Campaign level reporting gives insight into the engagement of a specific campaign, presenting engagement metrics, such as opens and clicks, deliverability metrics as well as peak engagement times, link reports and engagement timelines.

Reporting: Monthly Email Deliverability



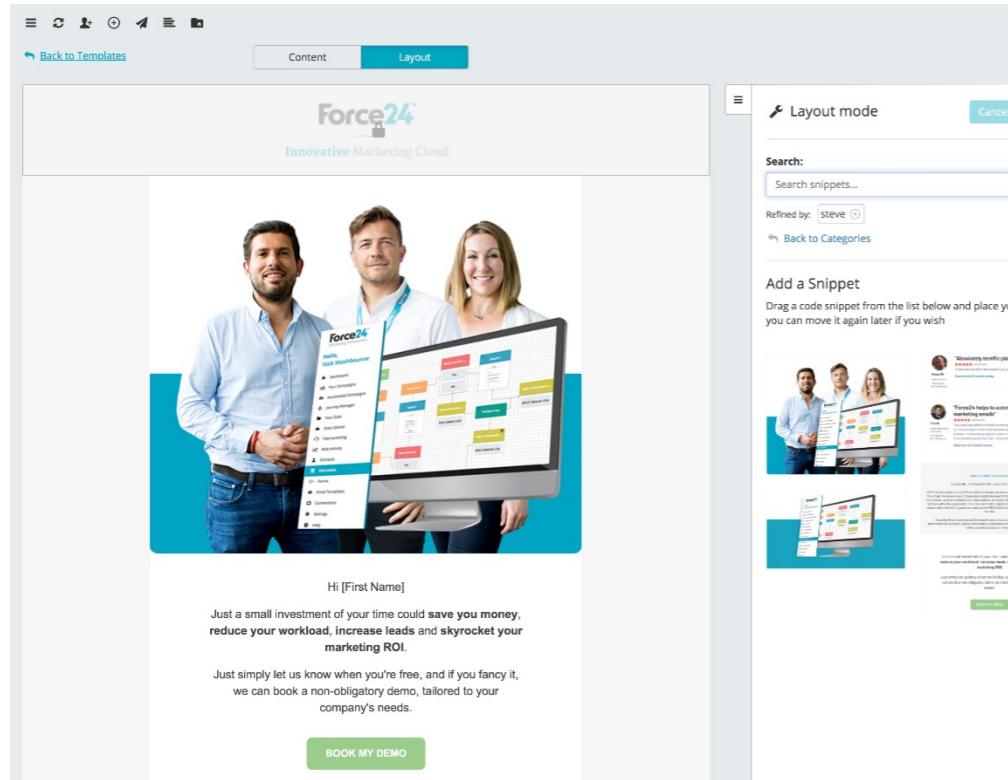
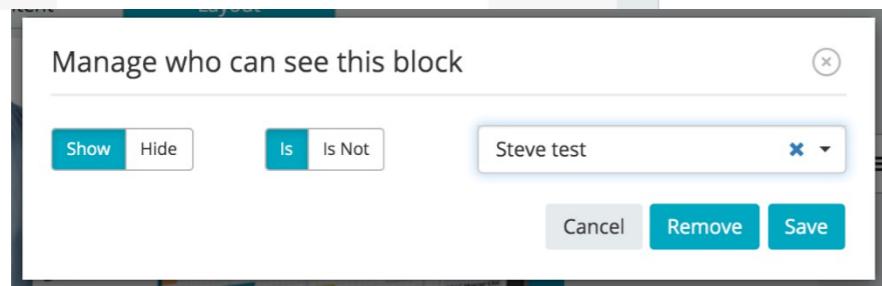
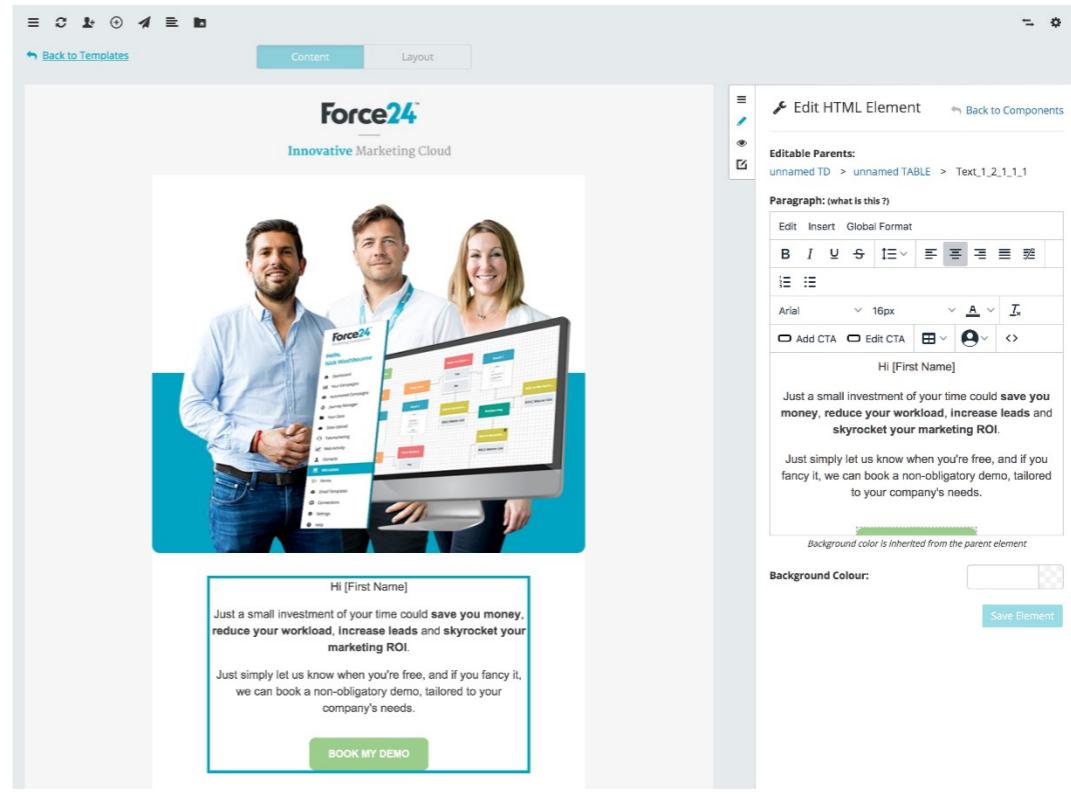
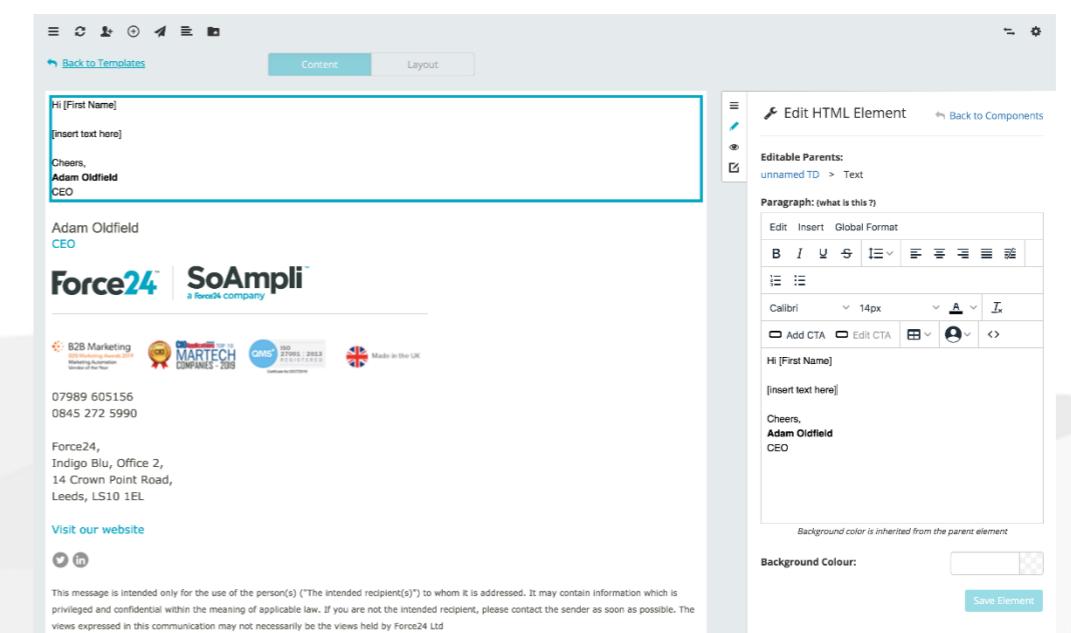
Monthly Email Deliverability Dashboard offers insight into the monthly deliverability performance of your campaigns with the addition of campaign engagement. This Report contains the performance against industry standards, a breakdown of campaign and mailbox provider performance.

Reporting: Dashboard



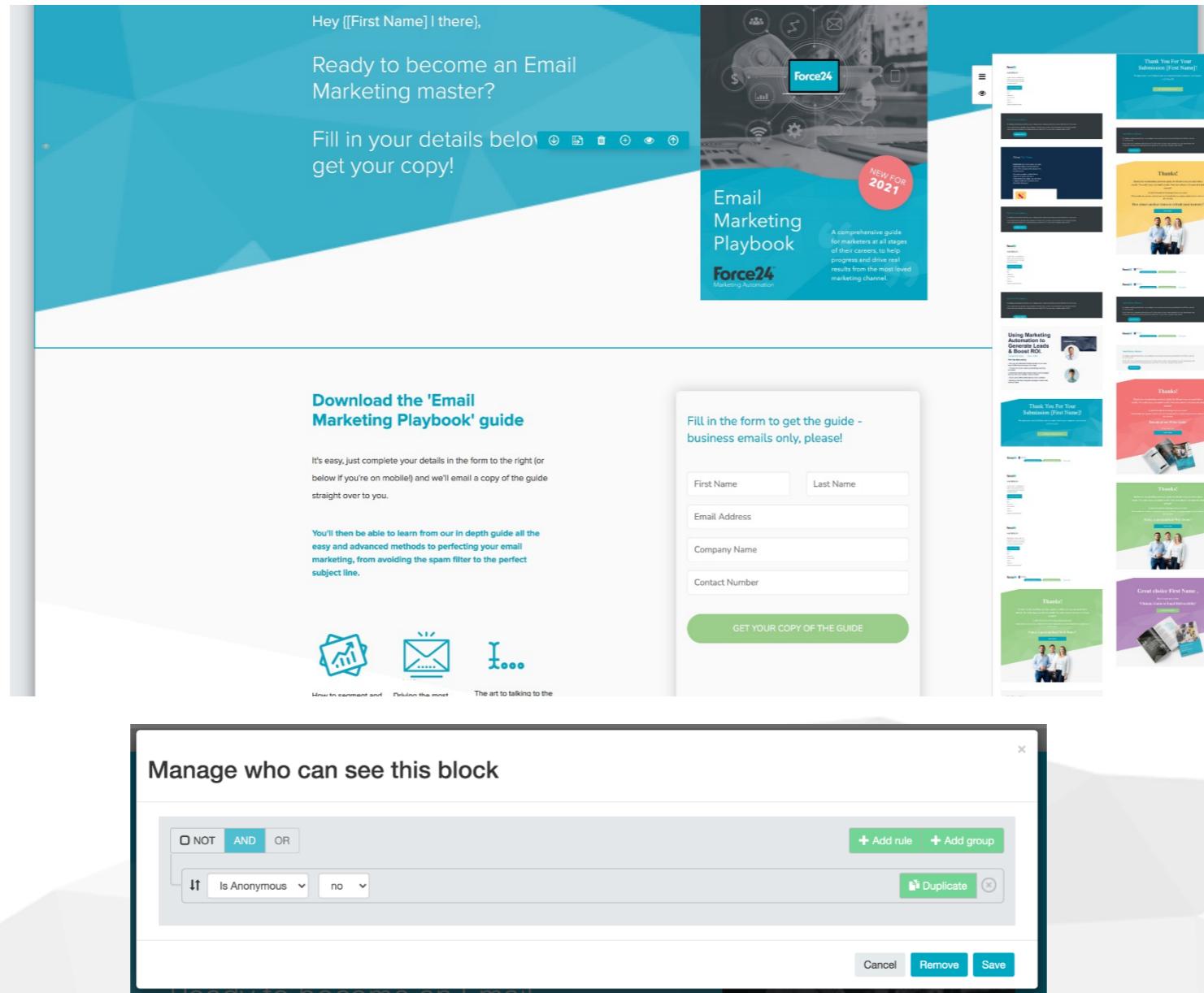
Dashboard level reporting collates all the reporting mentioned on the previous slides to give an overall view of campaign engagement and success, as well as quick, easy access to the most recent Campaigns and Templates.

Email Builder

Email Builder allows easy drag and drop functionality of branded saved blocks to quickly build your branded templates, including Plain Text templates that look like they have been sent from an individual. You can also incorporate dynamic content that allows you to manage which contacts can see specific aspects of your emails.

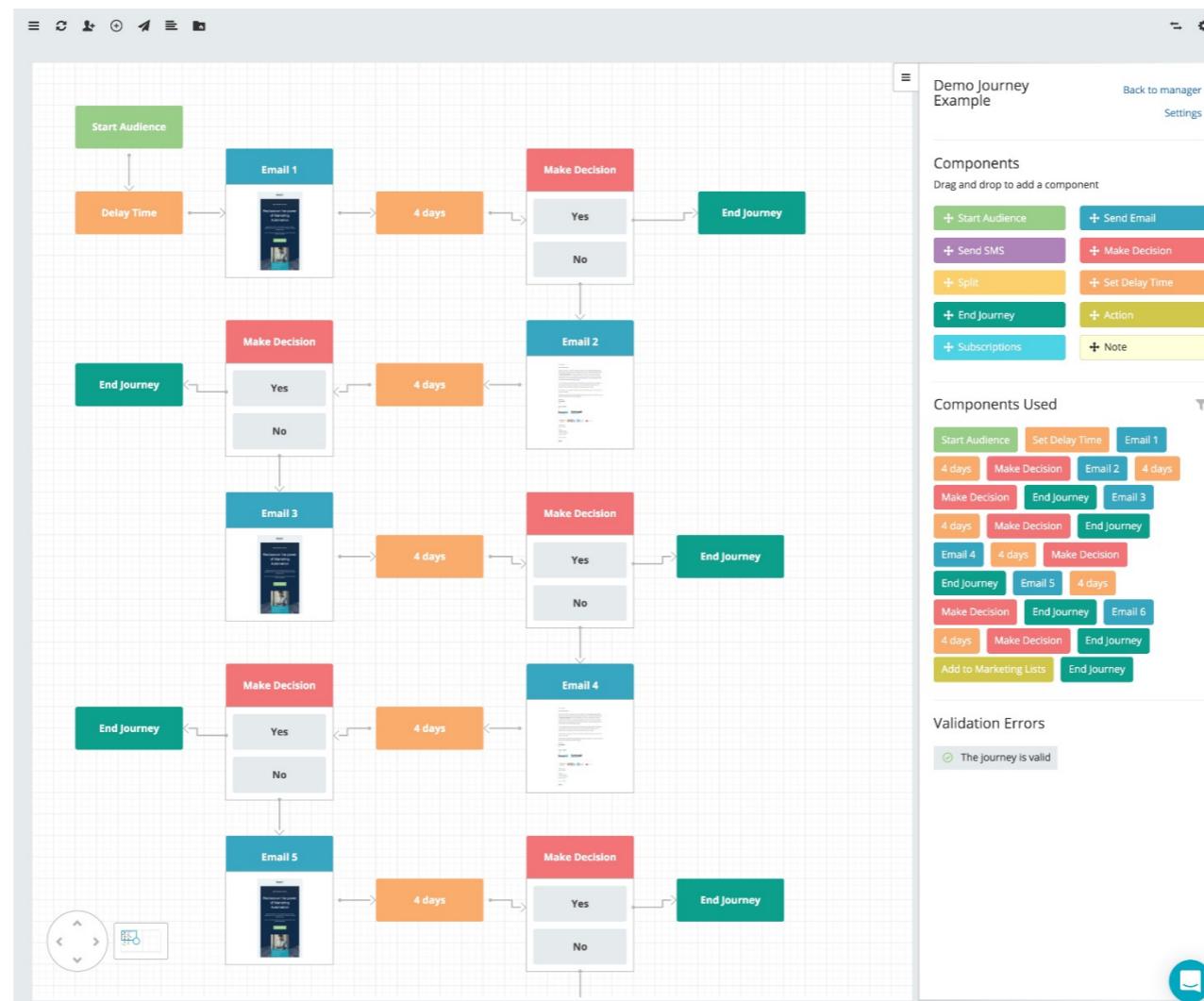
Landing Page Builder



The screenshot displays the Force24 Landing Page Builder interface. On the left, a landing page is shown with a teal header and a central image of a laptop screen displaying the 'Email Marketing Playbook'. The landing page includes text such as 'Hey [[First Name]] there', 'Ready to become an Email Marketing master?', and 'Fill in your details below to get your copy!'. Below this, there's a section for downloading the guide, featuring a form with fields for First Name, Last Name, Email Address, Company Name, and Contact Number, and a 'GET YOUR COPY OF THE GUIDE' button. On the right, a vertical stack of various landing page templates and a preview of the 'Email Marketing Playbook' are visible. At the bottom, a modal window titled 'Manage who can see this block' shows a rule builder with the condition 'If Is Anonymous no'. The modal includes buttons for 'Cancel', 'Remove', and 'Save'.

Like the Email Builder, the Landing Page Builder allows easy drag and drop functionality of branded saved blocks to quickly build your branded landing pages. You can also build branded forms to host within the landing pages and like the Email Builder, you can also incorporate dynamic content that allows you to manage which contacts can see specific aspects of your emails.

Journey Builder



The Journey Builder allows you to automate a series of emails. The customisable logic of the journey will also allow you to implement queries throughout to establish whether you wish a contact to proceed on the journey or send tailored follow ups based on the action performed. An effective example of this would be sending one email to a contact that didn't open the initial email, a different version to a contact that opened but did not click and a third version to a contact that opened and clicked.