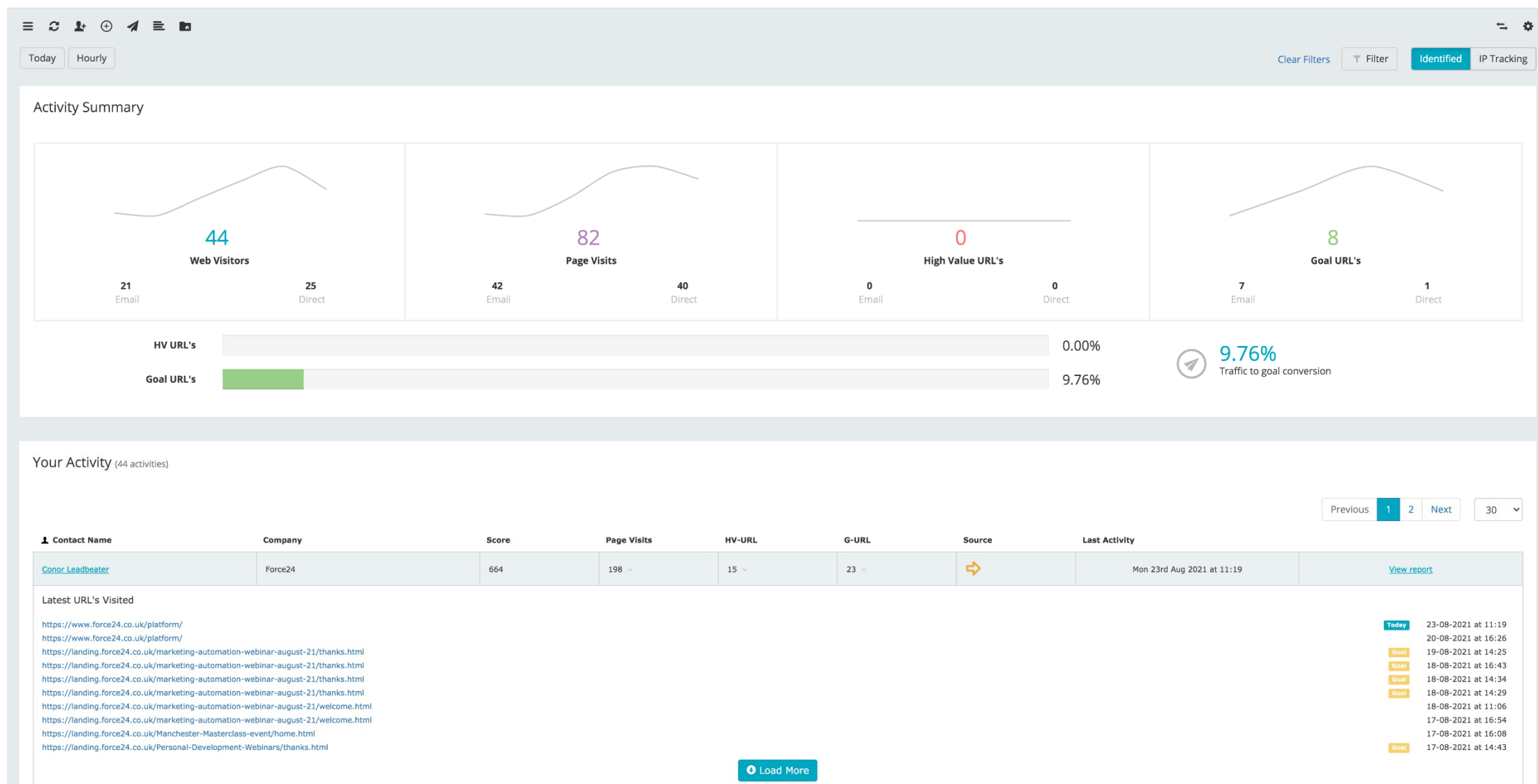


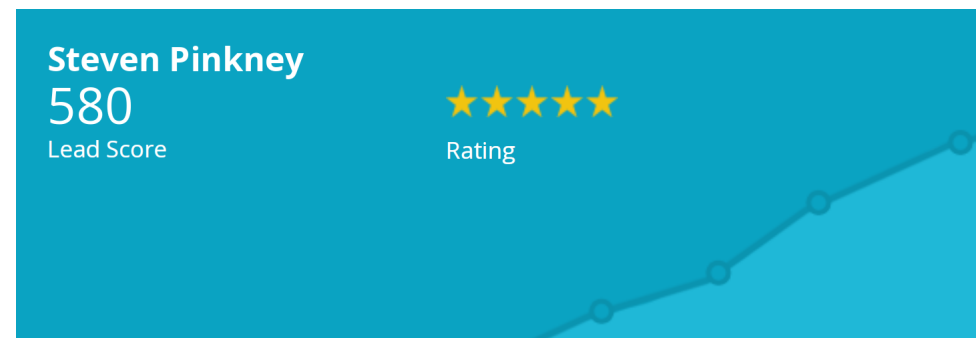
Force24 Feature Stack

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

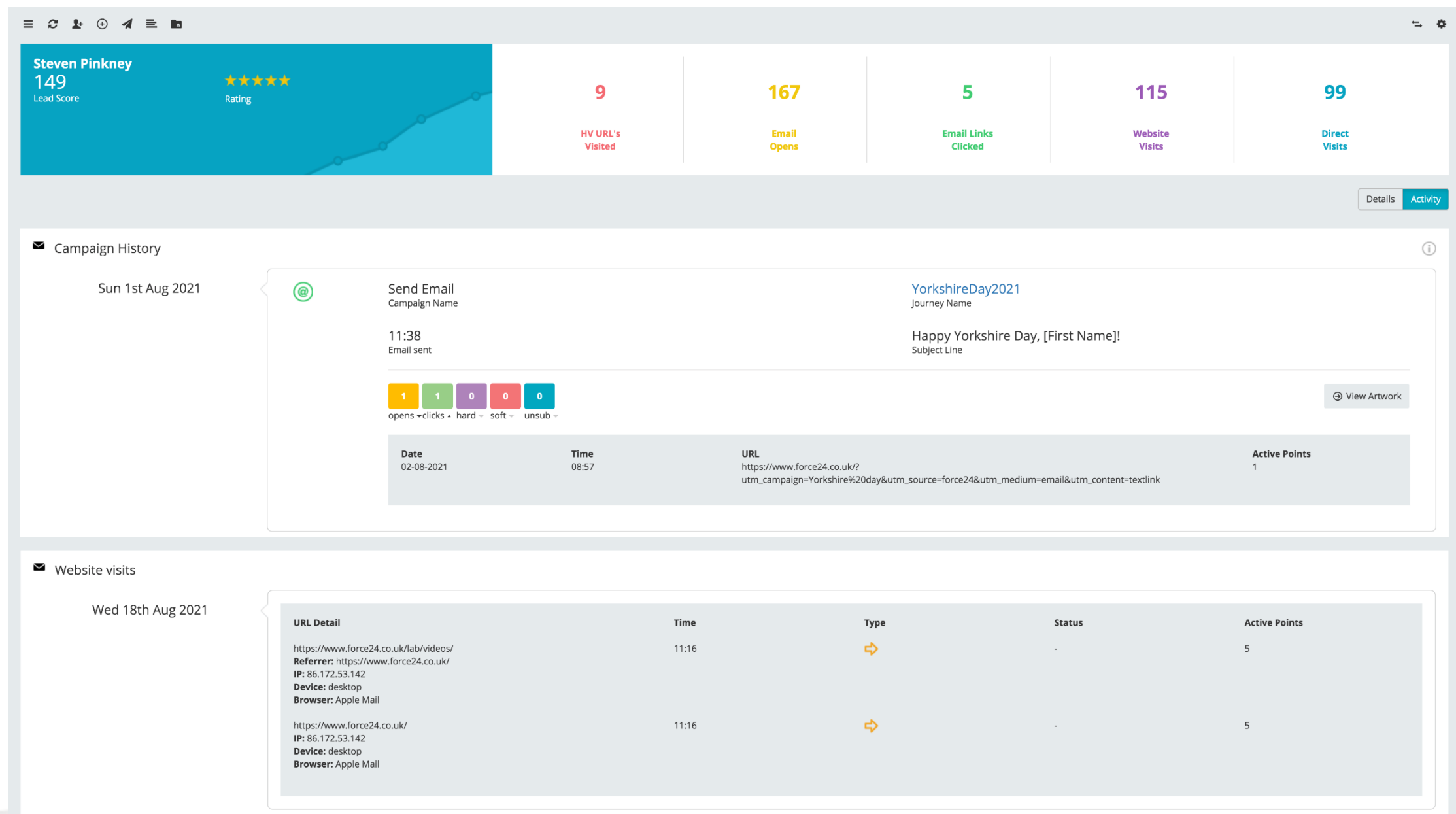
Reporting: Lead Scoring



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

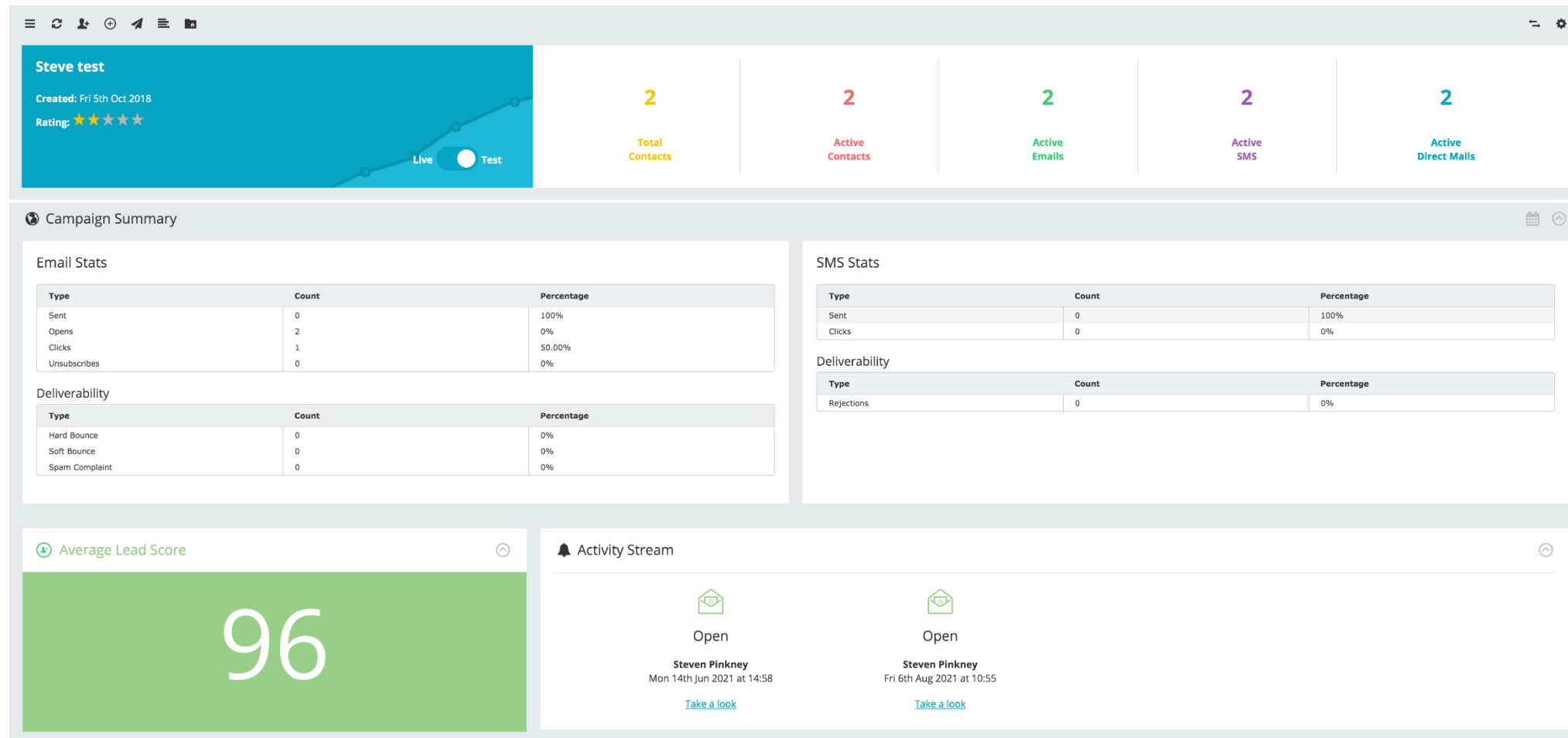
Lead Scoring offers a customisable point scoring system that gives you visibility of your most engaged prospects and customers. Lead Scoring encompasses both Campaign Engagement and Web Activity allowing you to implement a Lead Scoring threshold, that once met can notify yourself and the sales team with 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



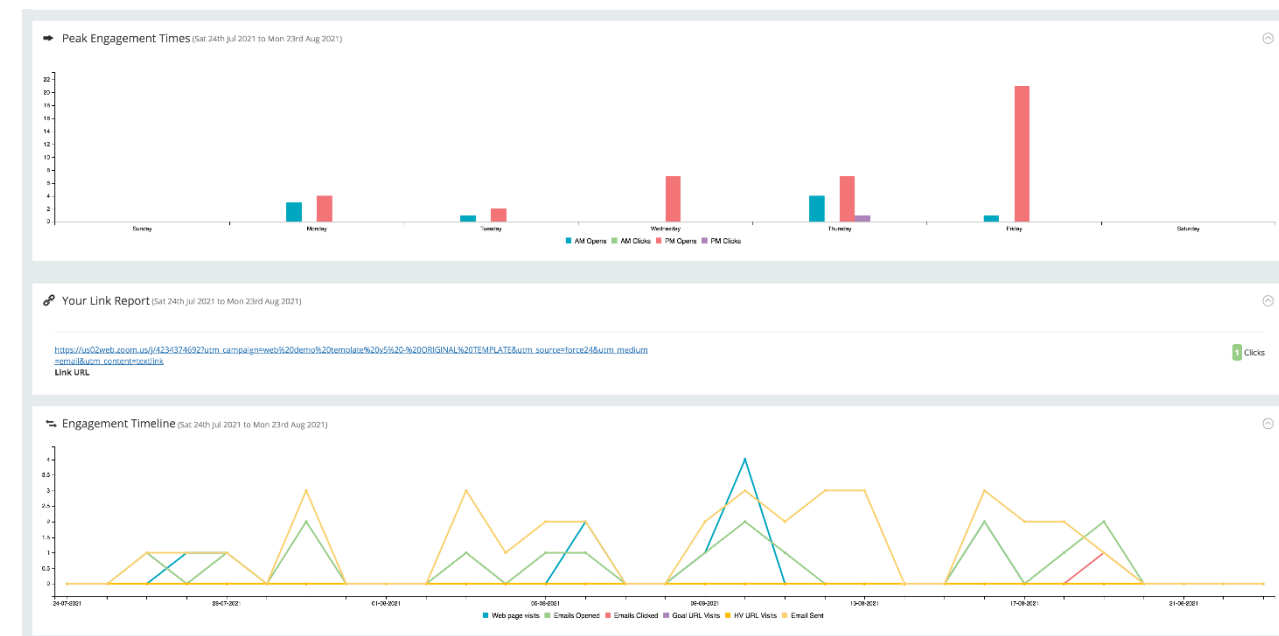
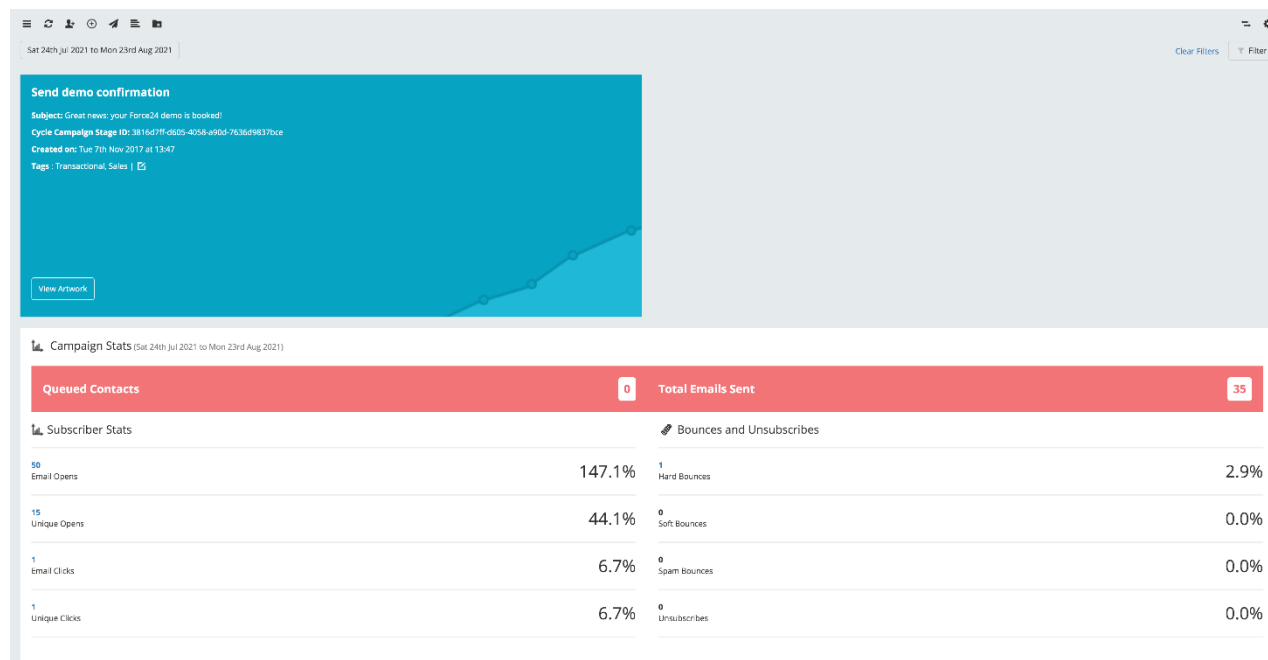
Single Contact View gives insight into every campaign a contact has received, and every page visit they have performed.

Reporting: Segments



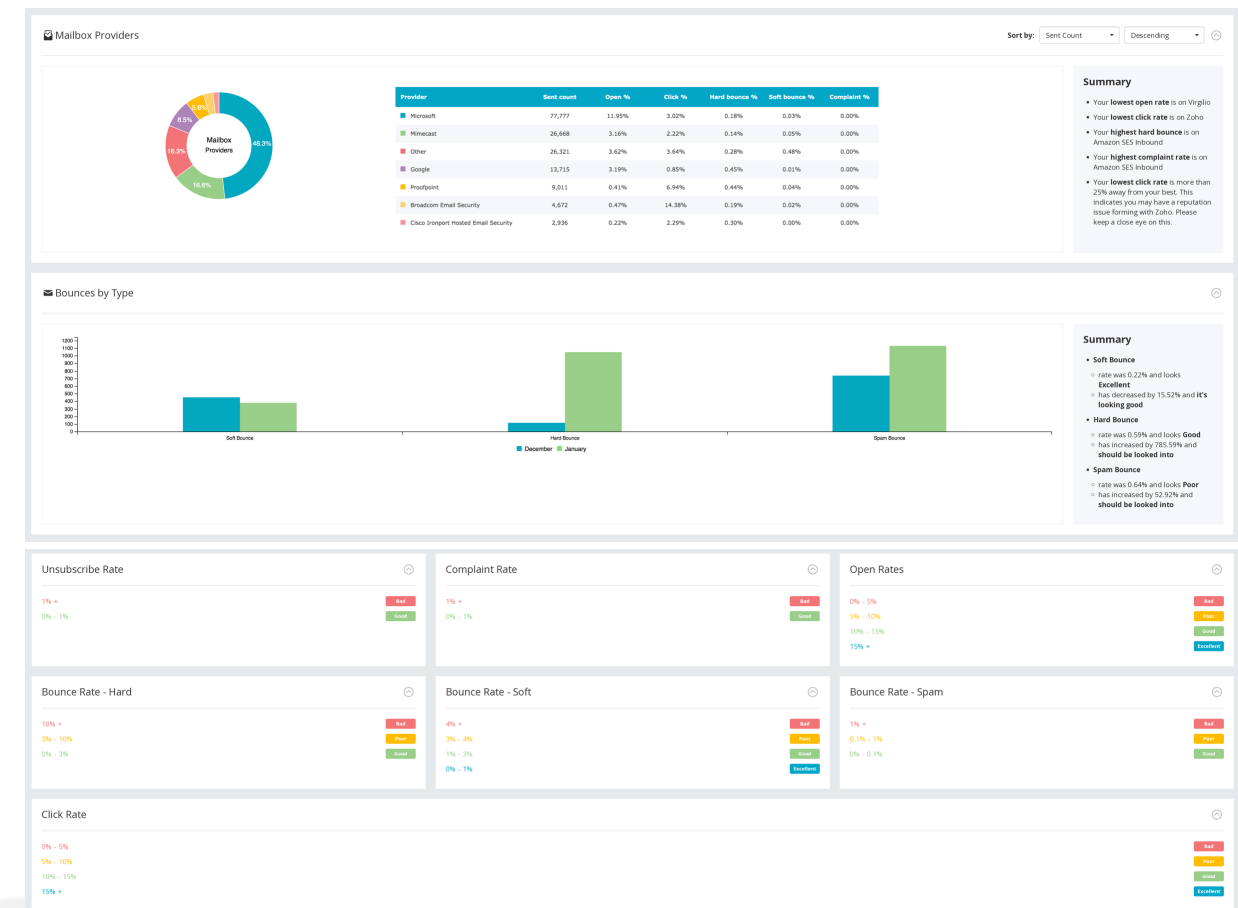
Segment level reporting gives insight into the engagement of a group of contacts, collating the campaign performance per segment.

Reporting: Campaigns



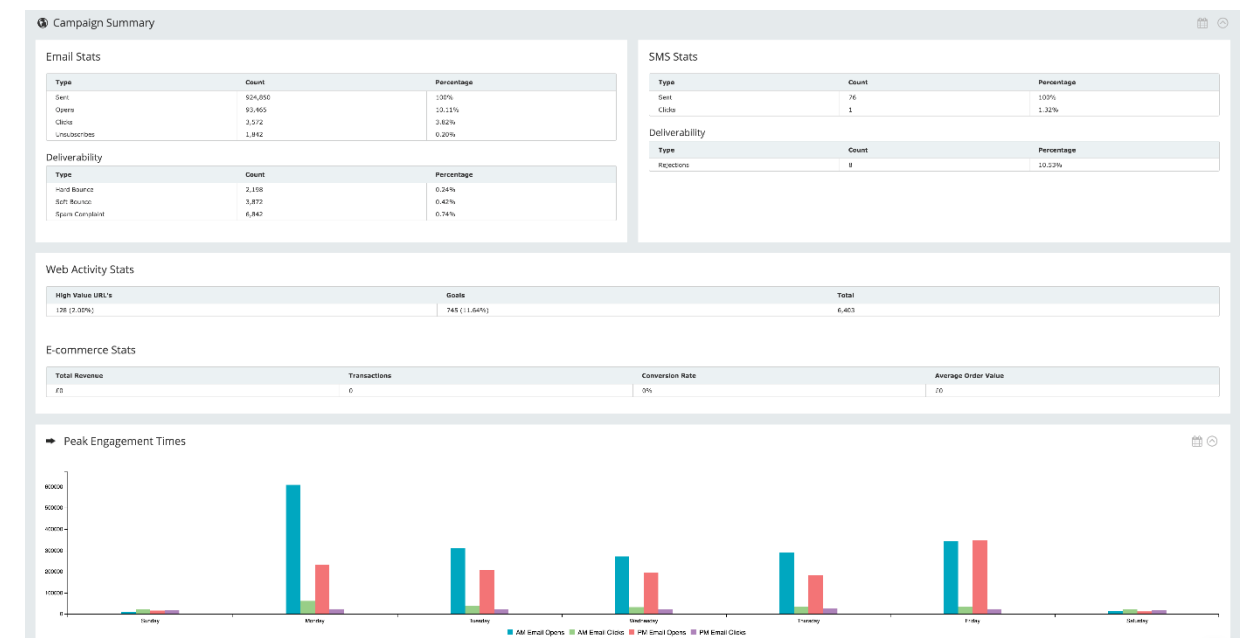
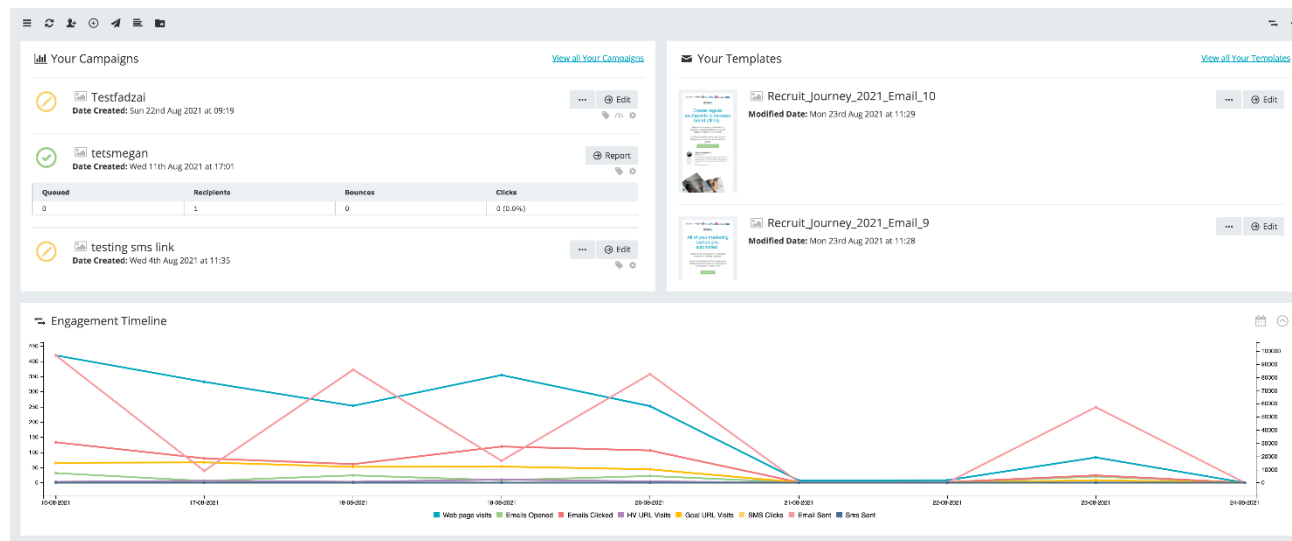
Campaign level reporting gives insight into the engagement of a specific campaign, presenting engagement metrics, such as opens and clicks, deliverability metrics as well as peak engagement times, link reports and engagement timelines.

Reporting: Monthly Email Deliverability



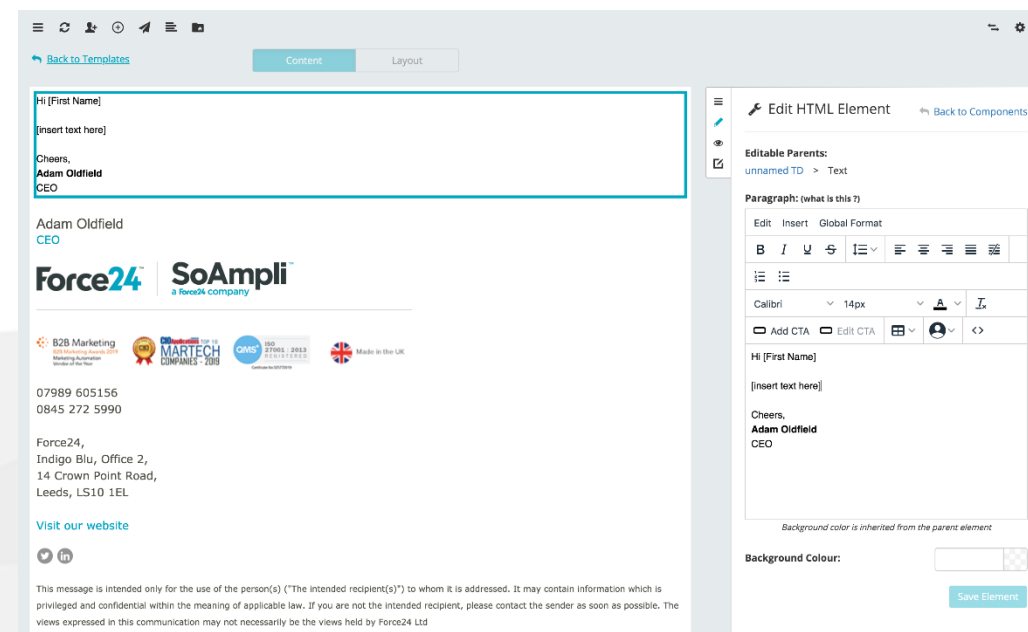
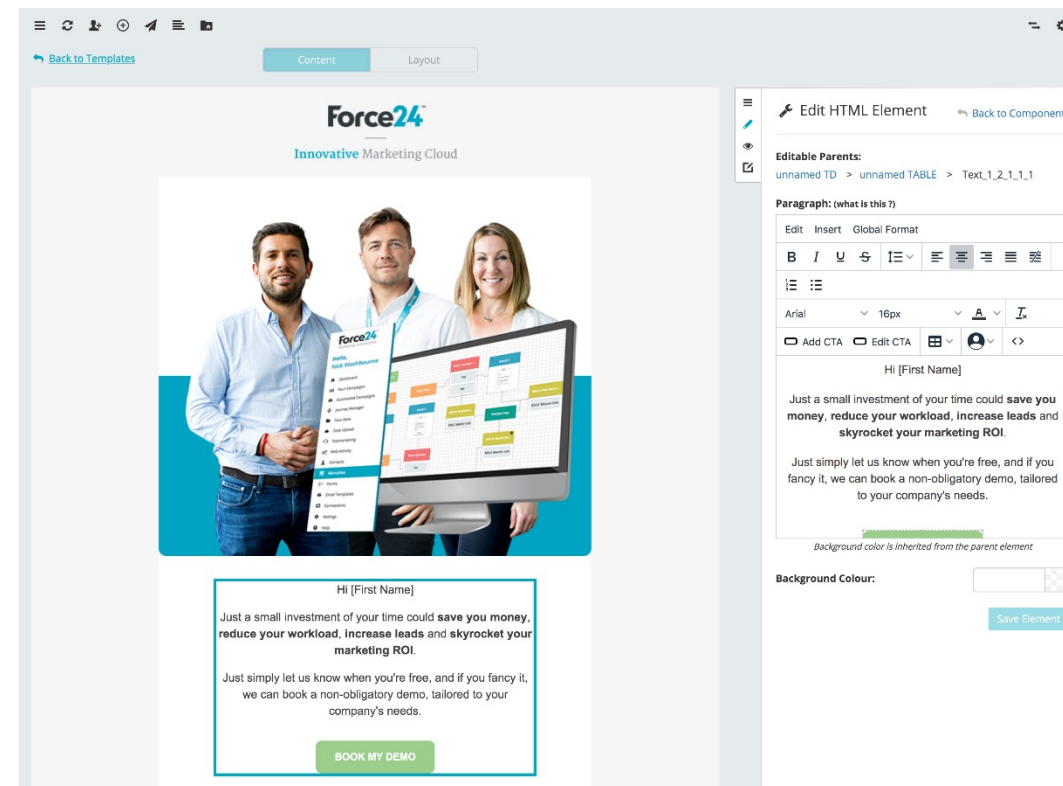
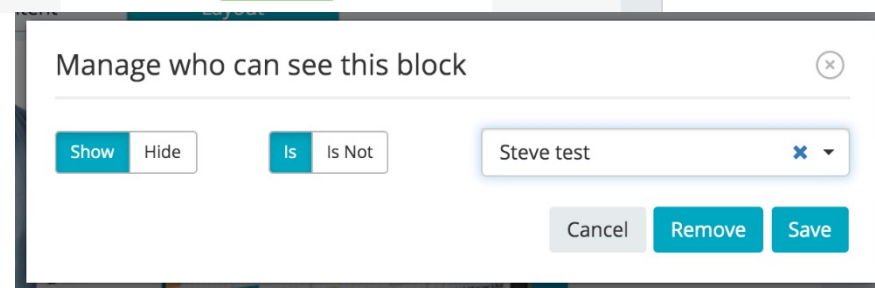
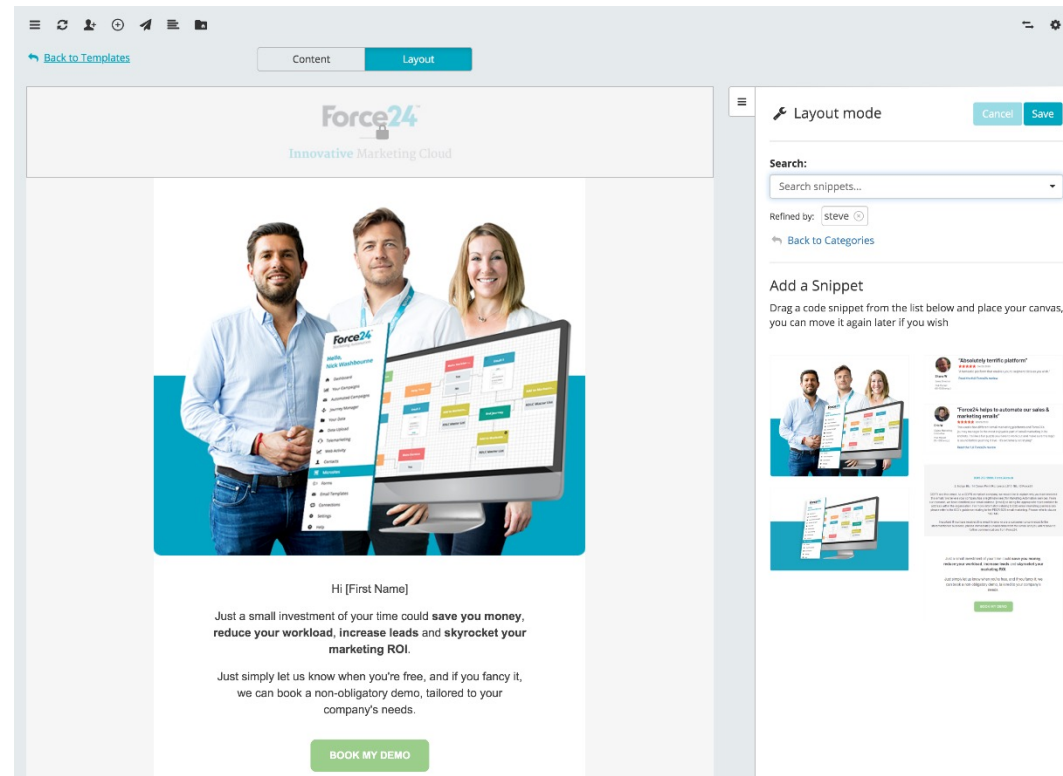
Monthly Email Deliverability Dashboard offers insight into the monthly deliverability performance of your campaigns with the addition of campaign engagement. This Report contains the performance against industry standards, a breakdown of campaign and mailbox provider performance.

Reporting: Dashboard



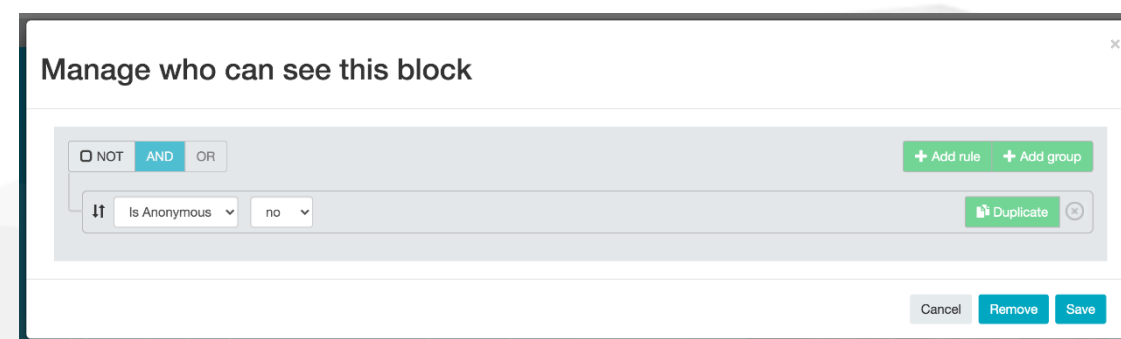
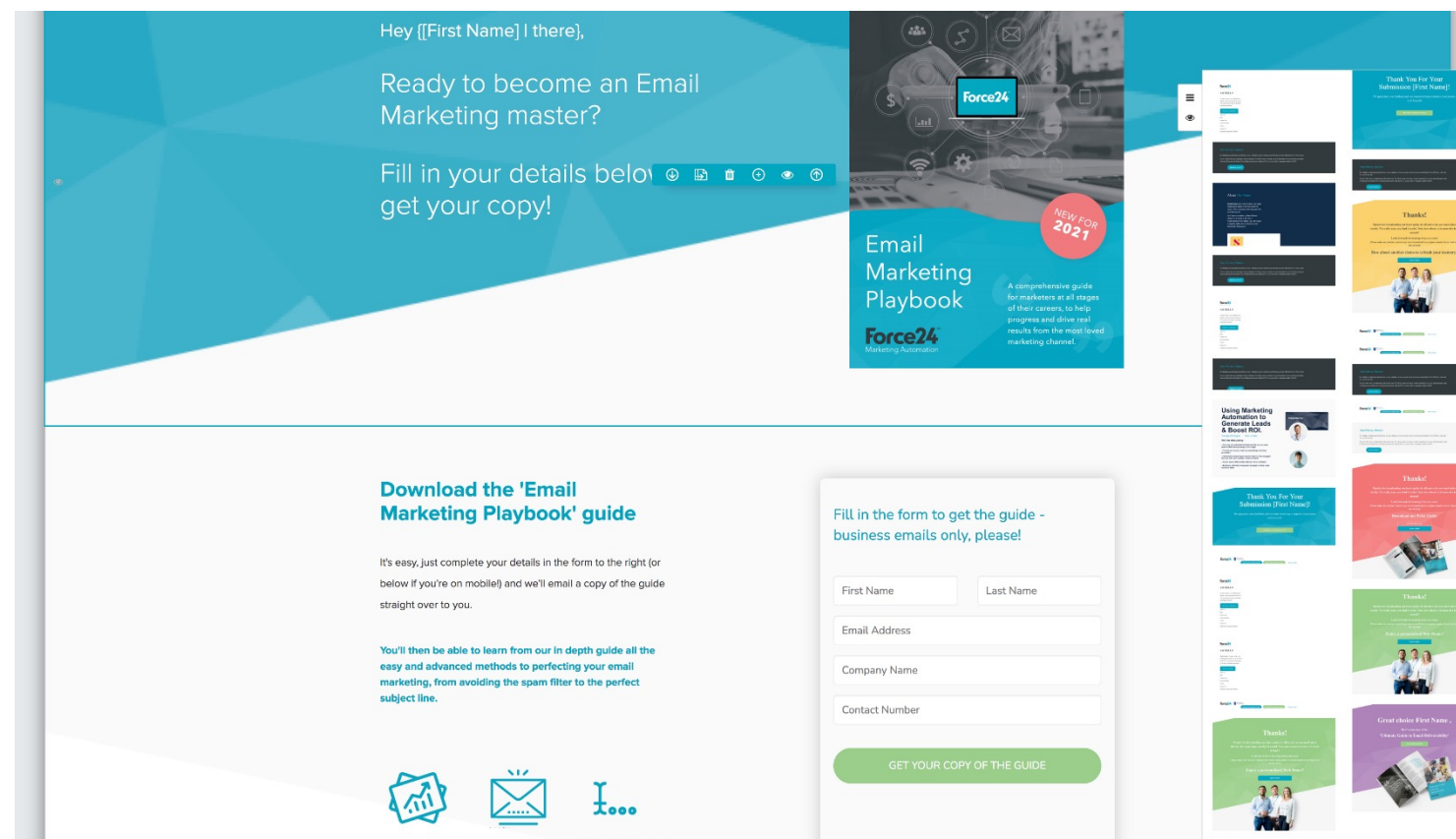
Dashboard level reporting collates all the reporting mentioned on the previous slides to give an overall view of campaign engagement and success, as well as quick, easy access to the most recent Campaigns and Templates.

Email Builder



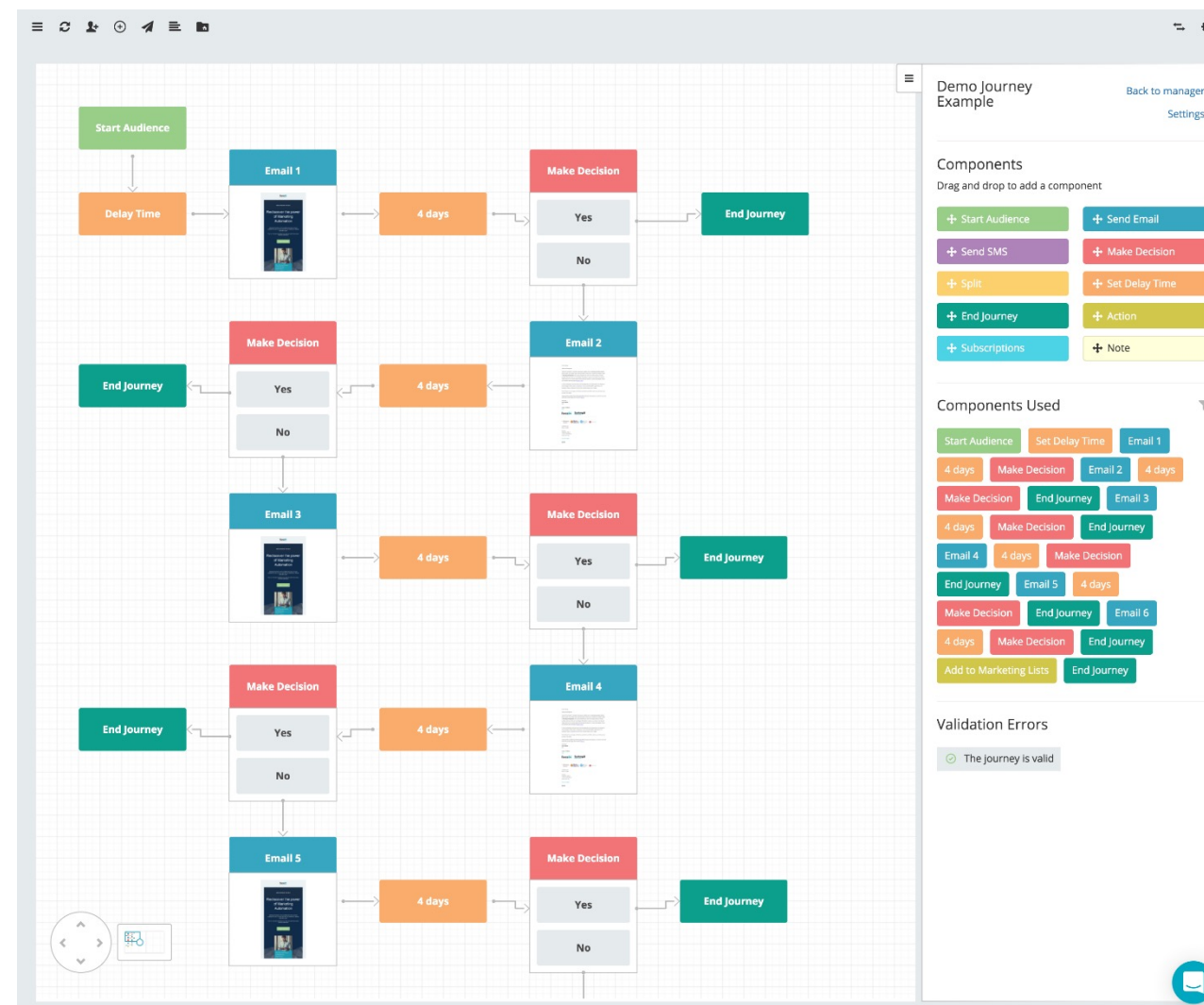
Email Builder allows easy drag and drop functionality of branded saved blocks to quickly build your branded templates, including Plain Text templates that look like they have been sent from an individual. You can also incorporate dynamic content that allows you to manage which contacts can see specific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

Landing Page Builder



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.