

Leaders in real-time interaction

1

SmartFocus recently announced that independent industry analyst Forrester Research, Inc. has named it as a strong performer in its report - The Forrester Wave™: Real-Time Interaction Management Q3. Jess Stephens, SmartFocus CMO, believes that The Forrester Wave™: Real-Time Interaction Management report confirms that ensuring a marketing campaign works across all of a brand's channels is no longer sufficient, and that truly effective marketing has to be done in real-time.

SmartFocus was founded in 1999 as an email service provider. The company has since continued to evolve its technology, notably adding personalisation and data insight tools. Today, it is a global leader in personalised digital interactions, with 14 offices on three continents enabling some of the world's largest brands - including Mercedes-Benz, Speedo, Macy's and Levi's - to understand and connect more closely with today's connected consumers; whether that be via web, mobile, email or social channels. At the core of its offerings, The Message Cloud solution uses patented algorithms and unique location-based marketing tools to enable contextually unique engagements, through any digital channel.

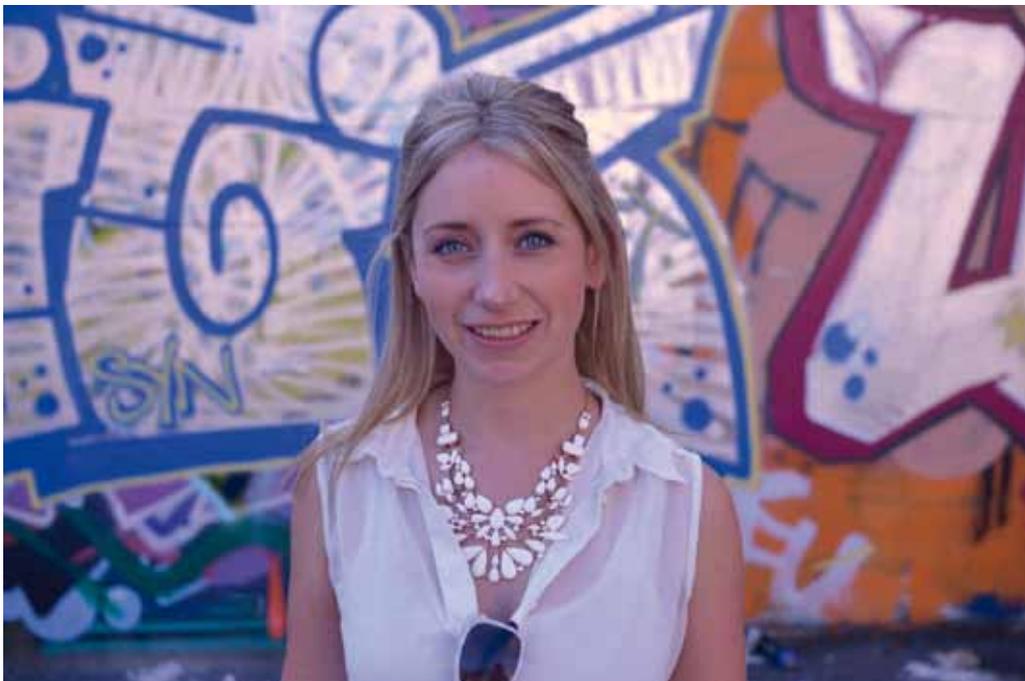
Ms. Stephens joined SmartFocus in 2014, following their acquisition of TagPoints,

the mobile proximity marketing and loyalty provider business which she founded and managed. TagPoints has since been fully integrated into SmartFocus technology, she says. "TagPoints lacked the backing of a datastore, which it now has as part of The Message Cloud solution."

She is pleased about Forrester singling out SmartFocus as a strong performer in RITM. In her view it confirms the value of the SmartFocus approach to enterprise marketing technology, delivering contextually relevant experiences, value, and utility at the appropriate moment in the customer life cycle via preferred customer touchpoints. Ms. Stephens emphasises that not a single brand can afford to ignore the value of real-time interactions with individual customers.

"This isn't even a matter of opinion. Customers increasingly expect to be treated as individuals and it is clear that if your marketing isn't real-time, it's already out of date. Advanced email and truly personalised marketing are key to successful campaigns and incremental revenue. That means personalised and contextually relevant real-time interactions are no longer optional extras for marketers."

The Message Cloud effortlessly processes big data to automatically personalise and contextualise communication to every brand's customer, using a host of factors including location, weather, customer age and gender, favourite brands and products, web browsing history, past buying behaviour and abandoned carts. Ms. Stephens explains that The Message Cloud is a modular solution and customers can choose which components they want to use. One large brand that uses the full functionality of the Message Cloud, and across all marketing channels, is the UK's largest toy retailer, The Entertainer. "To many retail brands it is critical that their in-store experience is replicated when each and every one of their customers visits their website or receives one of their marketing messages. And that's precisely what the SmartFocus solution offers."



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