



Email

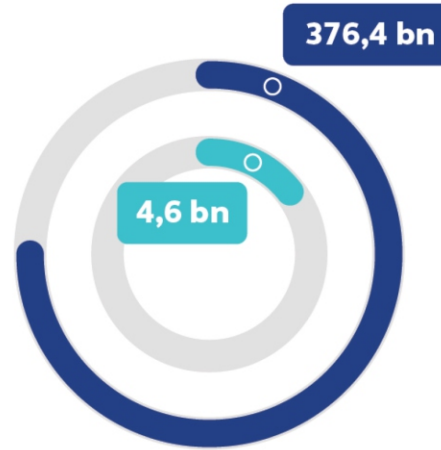
Product Presentation



Why Choose Email as a Communication Channel?

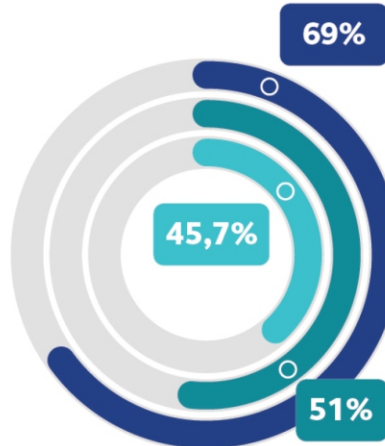


Email is Evolving



EXPECTED GROWTH BY 2025

- Number of email users 4,6 billion
- Sent and received email 376,4 billion



- Millennials find email to be the most trusted channel 69 %
- US Consumers prefer contact over email 51%
- Automated email open rates 45,70%



Email is Evolving



Email marketing is up to 40 times more effective than social media.

a study done by McKinsey & Company.

8 x

According to an Experian study, **transactional emails receive 8x more opens and clicks**

6 x

Email can **generate 6x more revenue**

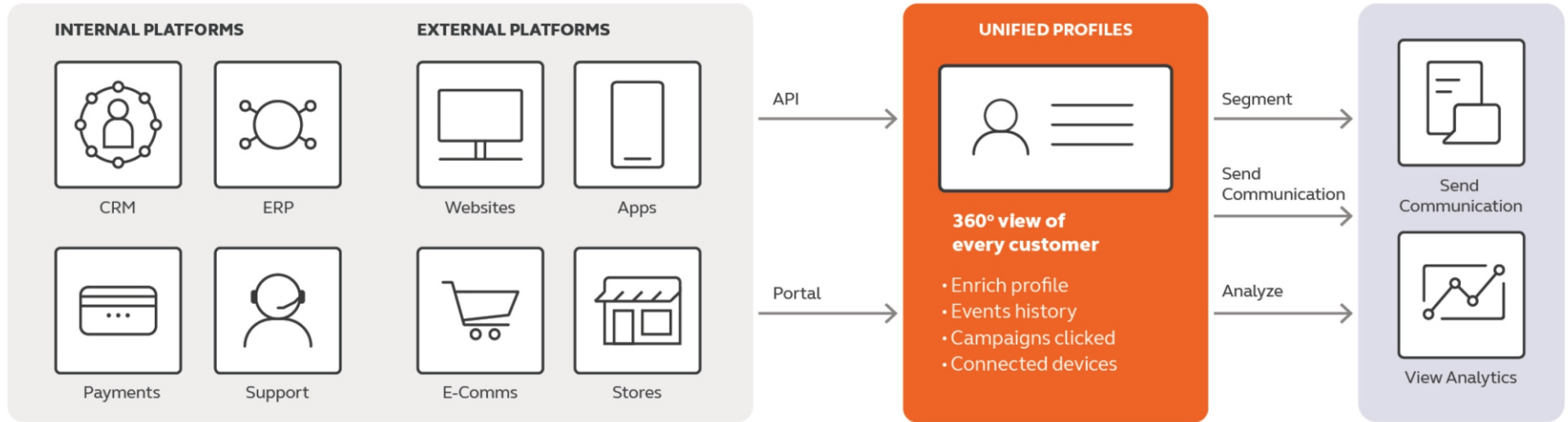


Introduction to SMSGATEWAYHUB Email



Ecosystem Overview

Connect external systems for real-time interactions – use people API and other options to connect all data sources, have all up-to-date information in one place, trigger real-time communications.





One Platform for all Your Email Sending Needs

- Send and deliver your most important one-to-one emails like password resets, shipping notifications, security updates, and confirmation alerts.
- Engage your customers through promotional emails such as newsletters, product news and updates, sales alerts, and more.
- Send one-way email messages over Broadcast communication or manage advanced communication flows.

WEB INTERFACE

Use the all-in-one platform to send transactional emails and marketing campaigns

HTTP API

Integrate with our email API and send personalized email messages using HTML or templates

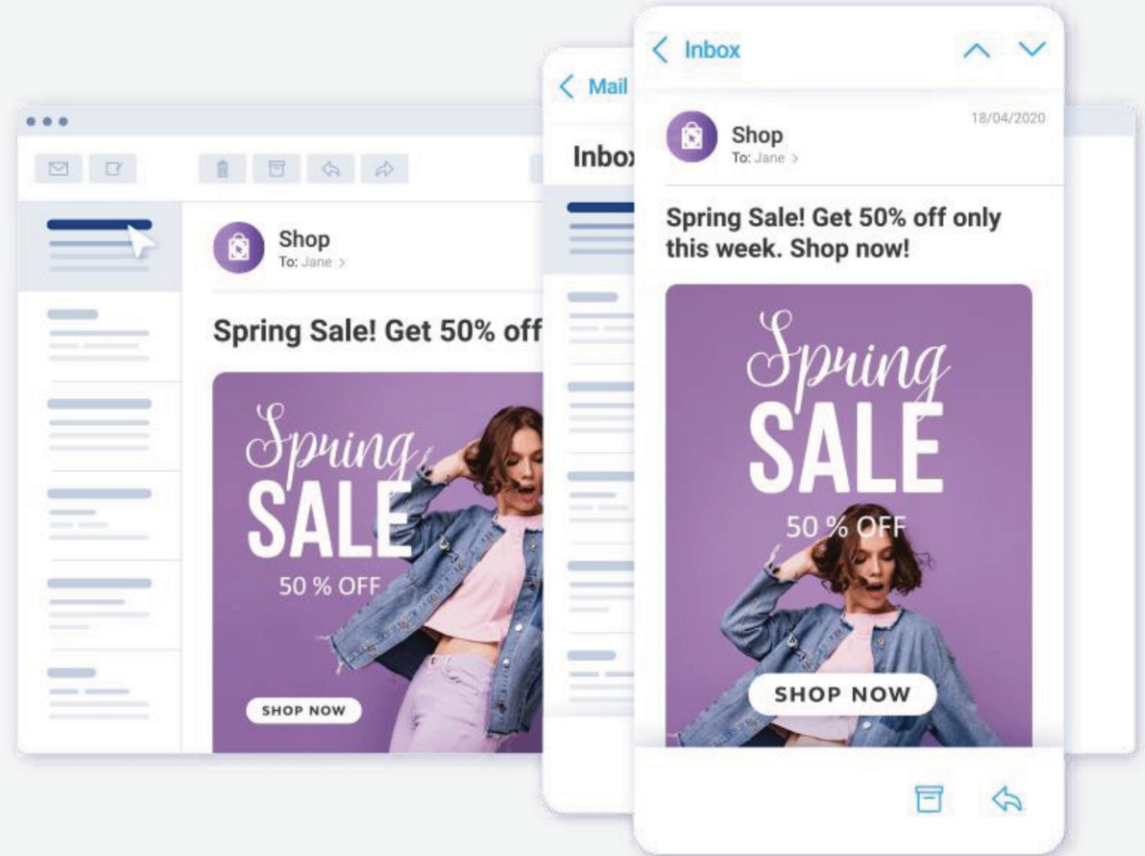
SMTP API

Configure any mail client such as Outlook or Thunderbird to use Our SMTP server as a relay



Our Solution

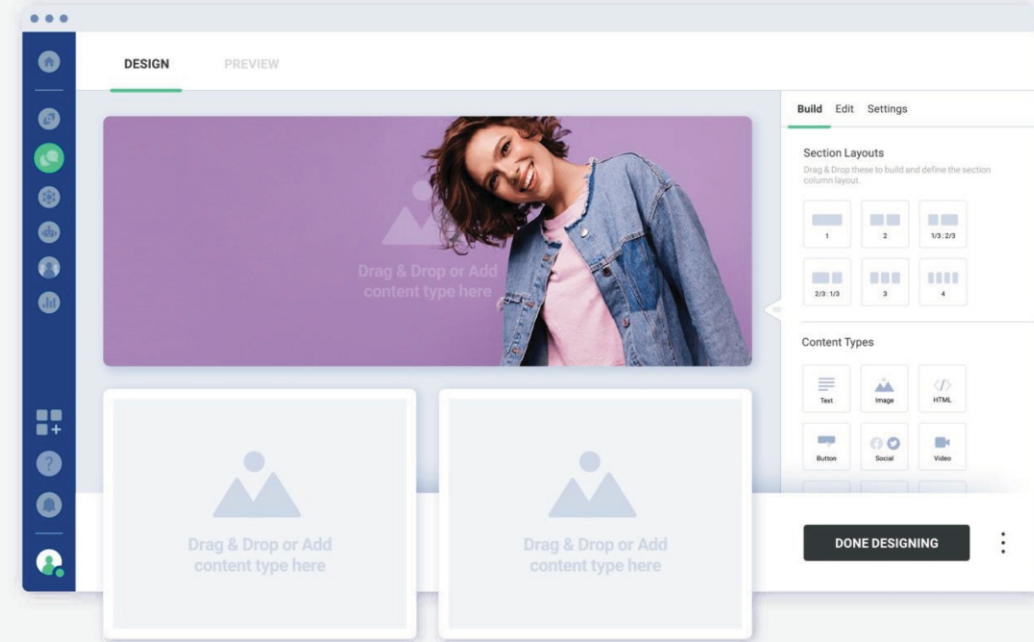
- Produce rich email content
- Target customers
- Optimize performance
- Reliable delivery
- Global compliance





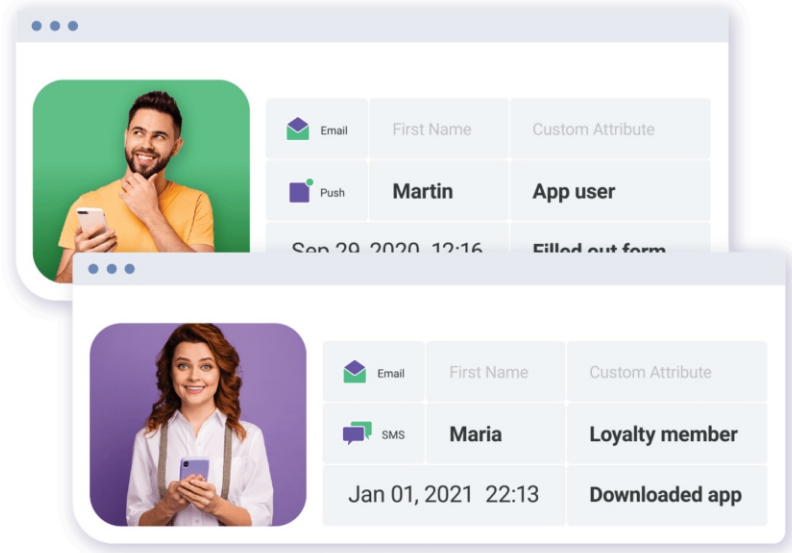
Produce rich email content

- Drag and drop interface makes it simple for you to build stunning emails
- Brand library of predefined email templates to choose from or upload an HTML file
- Customize the layout, add CTAs and images, and modify content and colors to match your brand
- Attach any document, image, or audio/video file
- Preview the emails before hitting the send button
- Email spam filter checks your email content to determine if the message is likely to be flagged as spam.





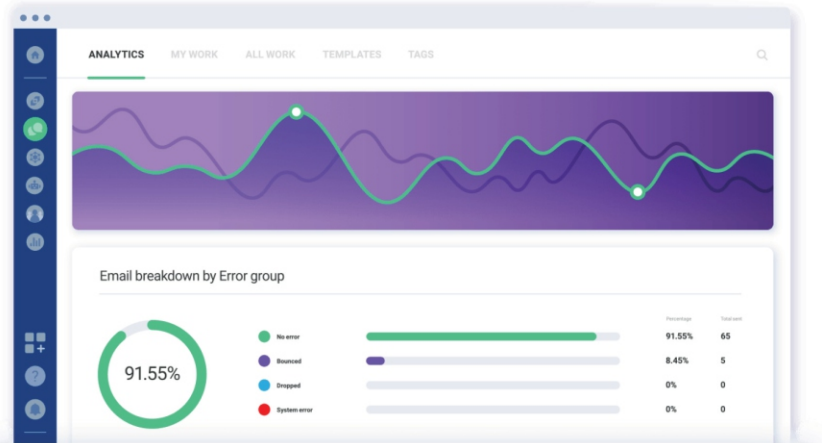
Target customers



- Deliver precisely targeted personalized messages
- Bring all your customer data together
- Connect various data sources to sync customer profiles over API or easily upload a file
- Organize data using tags or segment customers using any given criteria, demographic or behavior



Optimize email performance



Collect service quality and customer engagement insights by tracking **email delivery, bounce rates, spam reports, link clicks, opens and unsubscribes.**

- Use the dashboard to check the current state of your communication quickly
- Generate and export detailed reports
- Resolve issues quickly by searching through communication logs



Reliable Delivery



- We ensure emails are delivered by managing all the technical details for you
- Maintaining sender reputation with dedicated IP's
- Conduct custom IP warmup
- Performing email validation



Warmup Domain

- To ensure the highest email deliverability as possible, we will help you **with IP / domain warmup** (manual or automated).
- Avoid being considered as a spammer - use **automatic warmup** where traffic will be automatically throttled according to agreed schedule once the first campaign is launched.
- We'll monitor traffic and bounce rate. - **Service warnings triggered at 3% and if bounce rate exceeds 5% of total traffic in the last 1h, or 24h, or 30 days, the service will be temporarily suspended in order to protect sender reputation.**
- To establish full control of your IP reputation while sending large number of emails and time sensitive emails we can offer you a **dedicated IP address** which will be used just for sending your traffic.



Why Warmup?

Helps Build Your Sender Reputation. Email reputation controls access to the inbox:

Positive effects on your reputation:

- Opens
- Clicks
- Authentication

Good reputation = Inbox

Negative effects:

- Poor or insufficient permission
- High recipient complaints (report as spam)
- Poor list quality/hygiene – Bad email addresses
- IP Address and domain blacklistings
- Spam trap hits
- Large spikes in volume

Bad reputation = Spam Folder or Blocks



Email Validation

Use our email API or web interface to **verify that an email address exists** in real-time before sending a message.

- Identify invalid and high-risk email addresses within your email base
- Identify role-based emails, such as help@ - make sure to get your email delivered to real people
- Identify addresses known to be used by spammers
- Easily detect mistyping errors to lower your bounce rate - we'll return the email address with an invalid status and suggest a potential valid value instead

**Make sure
emails are
delivered to
the right
inboxes!**



Global compliance

- Use automation to adhere to GDPR
- Manage subscriptions automatically using the build-in footer functionality
- Unsubscribed contacts are automatically detected, moved into specific lists, and no longer included in campaigns





Craft Customer Journeys with Automated Workflows

- Flow builder - create personalized and automated customer journeys
- Flow API - send data from your webpage or CRM to the flow that you created over the web interface
- Steer your communication depending on replies, events, and attributes
- Send email messages triggered by customer actions
 - opened emails, clicked links, or no engagement
- Integrate email into omnichannel strategy





Explore Email in More Detail



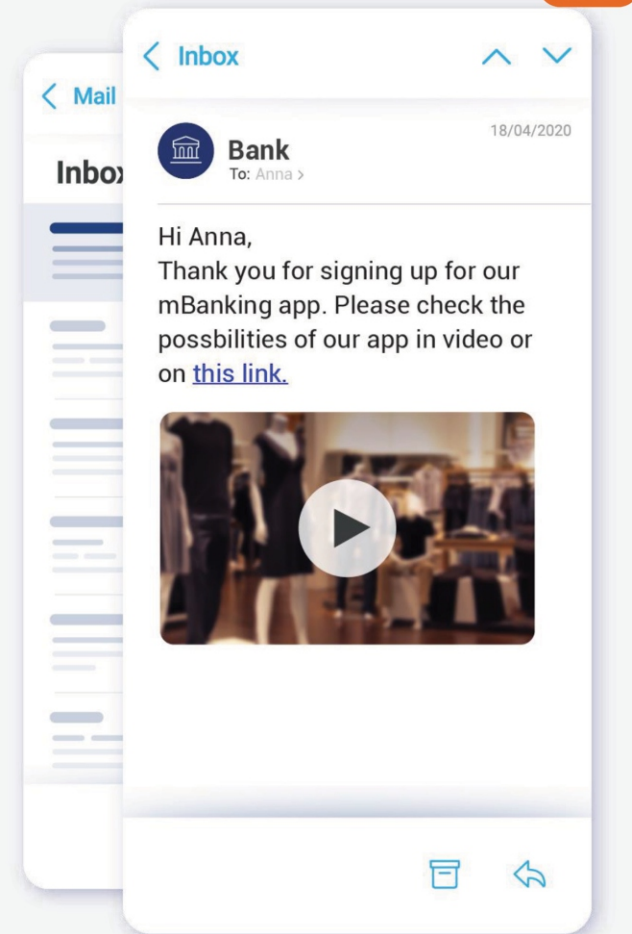
Use Cases

Achieve higher open rates and improve
customer engagement

Customer Onboarding

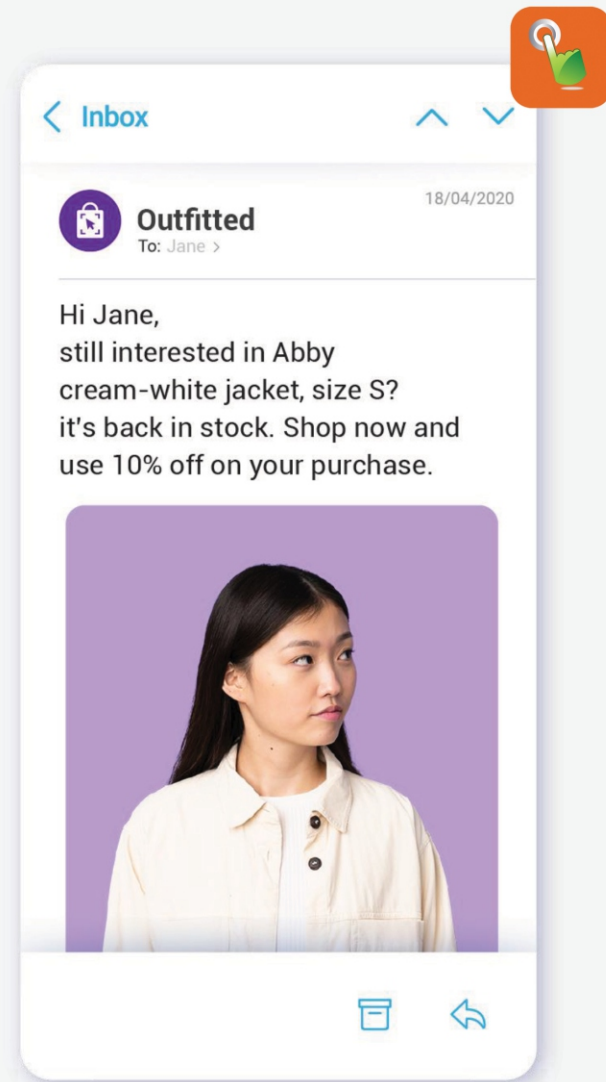
Create long-term relationships to increase customer satisfaction:

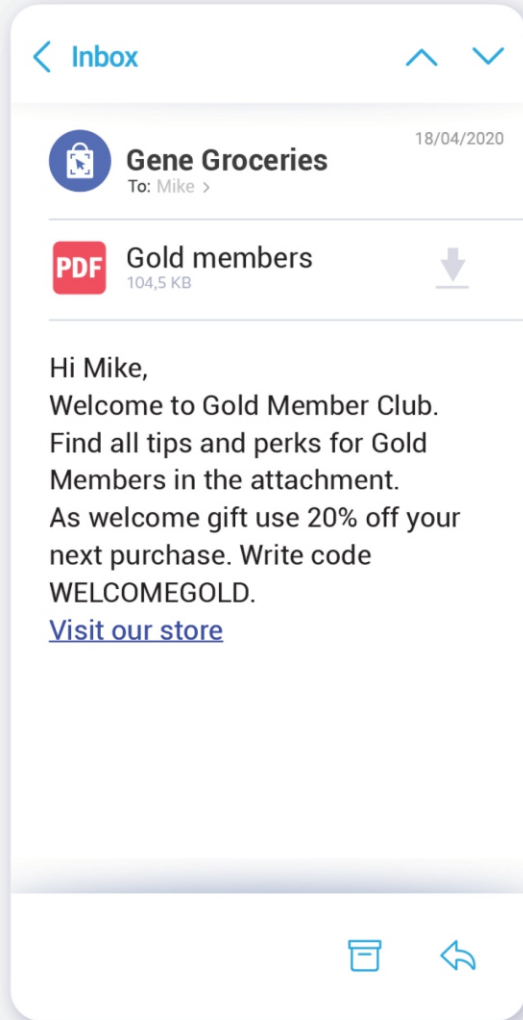
- Send double opt-in emails - let them know that you care about the security of their accounts
- Welcome messages - make them happy about their decision
- Give them product details, instructions and tips & tricks, offer your help
- Ensure message delivery by SMS or chat apps if the email is not delivered



Promotional Emails

- Segment your customers by item and channel preferences, demographics data, and cross-sell based on previous behavior.
- Send them notifications about:
 - ▶ New arrivals and collections
 - ▶ Discount and special offers
 - ▶ Back in stock notifications
- Ensure maximum message visibility – include failover to another channel.





Loyalty Program Participance

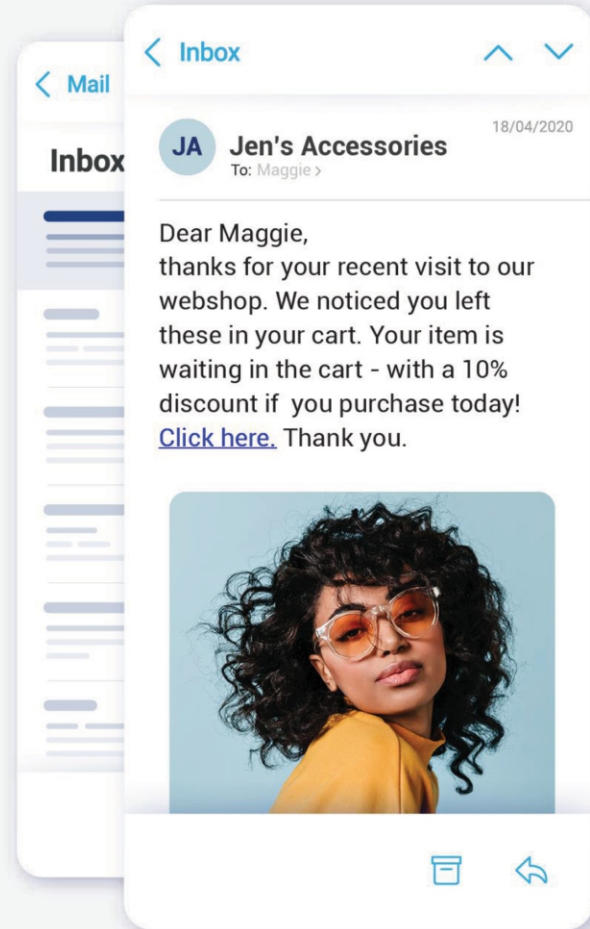
- Customize messaging flows based on different steps of the customer journey.
- Increase reach by expanding communication to more channels besides email
- Create personalized messages and offers to keep customers engaged, satisfied, and loyal:
 - ▶ Welcome to members club
 - ▶ Loyalty points
 - ▶ First look at the limited edition collection
 - ▶ Pre-sale invites for loyalty club member

**LOYAL
CUSTOMERS
SPEND
MORE!**

Shopping Cart Abandonment

- Send personalized follow-up emails and motivate customers to finish the buying process.
- Remind them about items waiting, offer a discount if they decide to finish the purchase, ask them about cart abandonment reasons and shopping experience.
- Repeat the message on another channel if the email wasn't read.

Businesses that send three cart abandonment emails get **69% more orders** on average than businesses that send only 1!



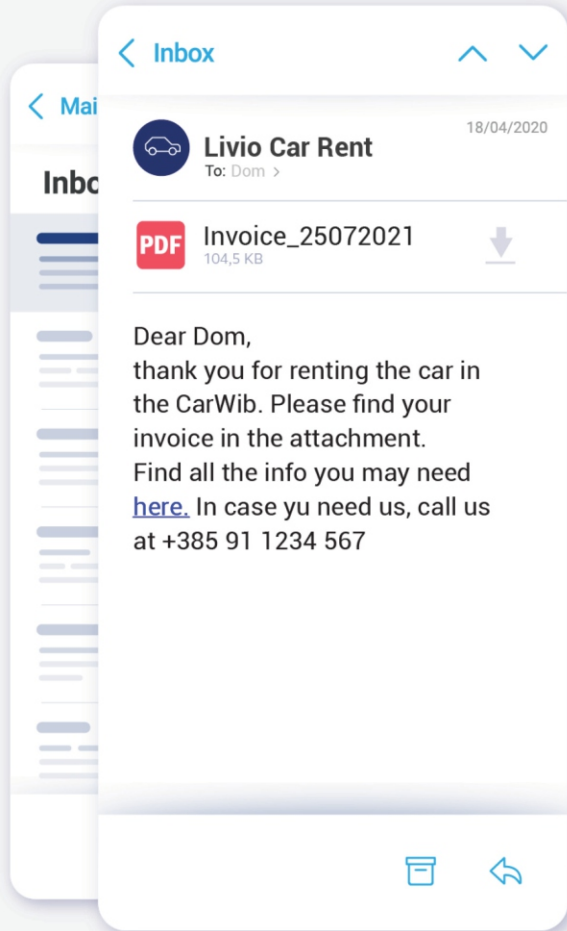


Purchase Receipts

Improve transparency and strengthen your clients' trust and user experience.

- Let the recipient know the payment was received
- Include relevant links and make it easy to contact support or get answers
- Include shipping information if relevant
- Line items and their costs
- Include promotions or offer a discount on next purchase

90% of consumers are concerned about potential fraudulent charges made on their payment card accounts.

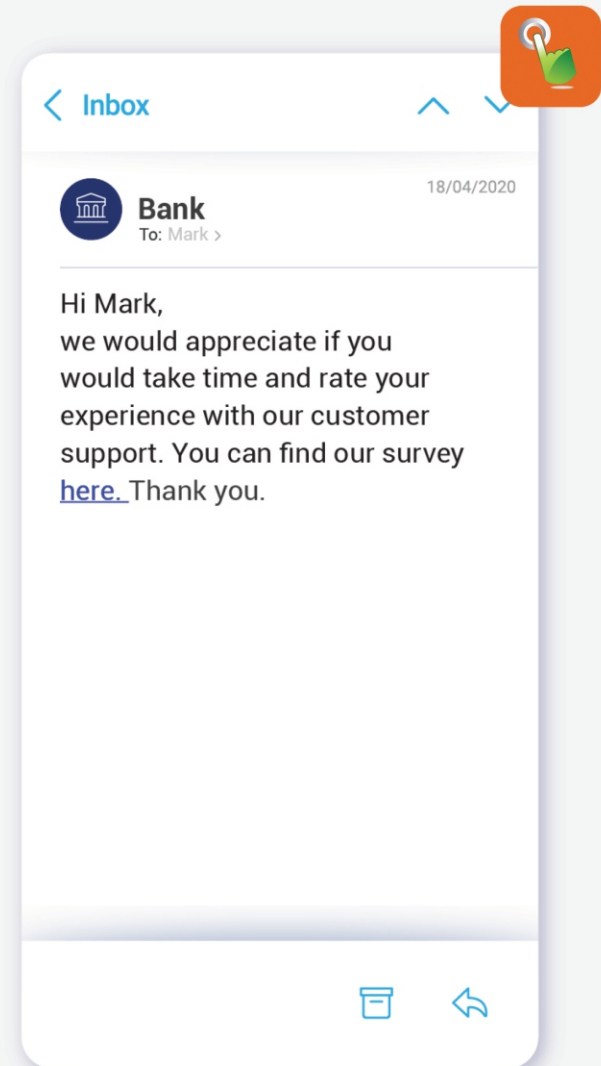


Surveys – Collect Feedback

- Easily create automated surveys, for example, trigger a survey after each support ticket is in status “resolved” or after your clients visit the branch
- Find out more about waiting time, customer service and info that was provided
- Send an email message with a link to a survey page
- Track CTR to get engagement insights

1 out of 26

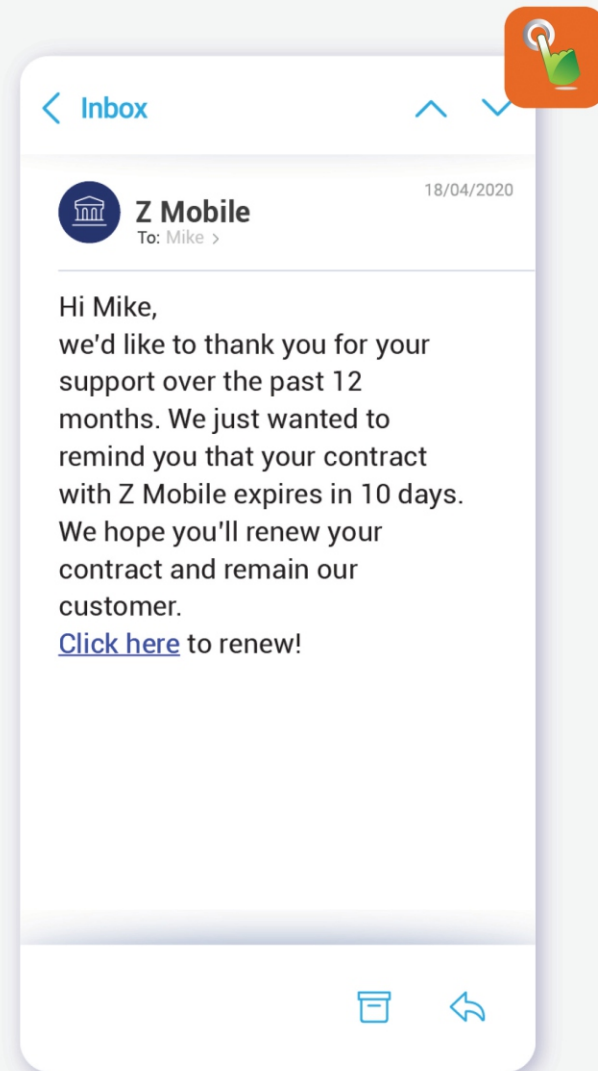
unhappy customers complains and the rest usually churn.



Contract Renewal

- Let your customers know it's time to renew their contract/membership/subscription
- Thank them for their support over time
- Remind them of your business and service benefits
- Ask them to remain part of your community
- Use other channels as failover in case email is not delivered.

According to Marketing General Incorporated's 2016 Membership Marketing Benchmarking Report, 77 % of associations report **email as the most effective marketing channel for membership renewals.**





More Notifications Use Cases



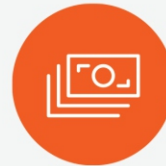
Password reset - an opportunity to engage with your users more. Your users will likely open the password reset email, so why not use it as an opportunity to grow your social media following, for example.



Delivery confirmation - delivery emails give you the opportunity to interact with your users. Build on their excitement and ask to share their experience with others, driving more traffic to your landing pages.



Shipping confirmation - the customer clicks on this email to see where their package is and when it will arrive. Use your shipping confirmation emails to encourage customers to make another purchase.



Debt collection – Improve sales process and payment collection. Optimize resources by automating messaging for payment collection.



Customer Stories



“Very successful implementation of SMSGATEWAYHUB technologies which resulted in ROI values over 200%”

Femi Nwaosa

Head of Corporate Collection and
Digital Sales-ePayment Solutions
at GT Bank



CASE STUDY - Muthoot FinCorp

Accelerated Digital Transformation with Omnichannel Customer Engagement

CHALLENGE

- GTBank wanted to encourage usage of digital banking channels for most day-to-day account activities.

SOLUTION

- SMSGATEWAYHUB's email solution enabled GTBank to create rich, personalized emails that captured their customers' attention
- With a simple, easy-to-use interface it was easy to create communications that drove key messages home.



Jab zindagi badalni ho

“We have found immense value in our association with SMSGATEWAYHUB and in using its omnichannel solutions.”

Harshit Agrawal

Head – Digital Marketing,
Muthoot Pappachan Group,
Muthoot FinCorp



CASE STUDY - Muthoot FinCorp

Accelerated Digital Transformation with Omnichannel Customer Engagement

CHALLENGE

- Increase digital adoption and engage with a younger audience

SOLUTION

- Omnichannel customer engagement through Email
- Through the Email solution they were able to broadcast messages about solutions, new promotions, and products



SMSGATEWAYHUB

Advantage



Why SMSGATEWAYHUB?

SCALABLE, FAST AND FLEXIBLE SOLUTIONS

- Best-in-class delivery rates
- High speed and reliability
- Low latency
- In-house developed platform

REMARKABLE CUSTOMER EXPERIENCE

- Technical expertise
- Solutions consultancy
- Customer success management
- 24/7 support and network monitoring
- Industry recognized service quality

15+
YEARS OF
ENGINEERING
EXCELLENCE



WINNER - COVID-19 FAQ
CHATBOT OVER WHATSAPP



PLATINUM WINNER AS THE CPaaS PROVIDER IN 2021
PLATINUM WINNER AS THE BEST RCS PROVIDER IN 2021
PLATINUM AWARD AS THE GLOBAL CPaaS PROVIDER IN 2020
PLATINUM AWARD AS THE EMEA CPaaS PROVIDER IN 2020
GOLD AWARD AS THE BEST RCS PROVIDER IN 2020
GOLD AWARD AS THE BEST DIGITAL IDENTITY SOLUTION IN 2020



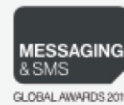
BEST CUSTOMER
ENGAGEMENT
PLATFORM 2020



BEST GLOBAL SMS
SERVICE PROVIDER -
WHOLESALE
SOLUTION 2020



BEST A2P SMS VENDOR AS
RATED BY MNC'S 2017, 2018,
2019 & 2020
BEST A2P SMS VENDOR AS RATED
BY ENTERPRISES 2019 & 2020
TIER 1 SMS FIREWALL VENDOR
2017, 2018, 2020
TOP 10 INNOVATOR OF 2020



BEST OTT
PARTNERSHIP 2019
BEST MESSAGING
INNOVATION - BEST RCS
IMPLEMENTATION 2019



BEST MESSAGING API
BEST MESSAGING INNOVATION-
CARRIER SOLUTION
BEST ANTI - FRAUD INNOVATION
BEST SMS / A2P PROVIDER FOR
THE EMEA REGION





Strong Customer Portfolio Across Verticals

BANKING AND FINANCE



We understand your world



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L'OCCITANE
EN PROVENCE



TRAVEL & TRANSPORTATION/ ON-DEMAND





Contact Us

SMSGATEWAYHUB TECHNOLOGIES PRIVATE LIMITED

163, Keshar Bagh Rd, Model Town Colony, Revenue Colony,
Sachidanand Nagar, Indore,(M.P.) 452009

Call : +91-9907922122 **Email :** support@msgatewayhub.com

Visit : www.msgatewayhub.com

GSTIN : 23AASCS8395K1ZF **CIN NO.:** U74900MP2013PTC0302

Telemarketer ID : 1302157243747322354

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