

Fanplayr Smart SMS

Reach your customers
where they are



People are always ready to use their phones

- The average person checks their phone 160 times a day
- 46% of people say they check their phones before they even get out of bed
- SMS is global: not everyone owns a smartphone (about 50% of the world's mobile phone users have a smartphone), but 5 billion people have a phone that can send and receive text messages
- SMS marketing reaches millennials fast: 18 to 24-year-olds receive and send an average of 128 SMS every day (compared to just 16 for those aged 55 and over)



Sms: A Powerful Marketing Tool To Increase E-Commerce Conversions



79%

Smartphone users
make their shopping
decisions based on
SMS marketing

+98%

SMS average
open rate

compared to the
15-25% average open
rate for commercial
email

42%

Response rates for
SMS marketing
messages

*Source: Industry Statistics on SMS Marketing

Simple To Use

Effective And Personalized



Fully **managed and scalable**
Segmentation-as-a-Service

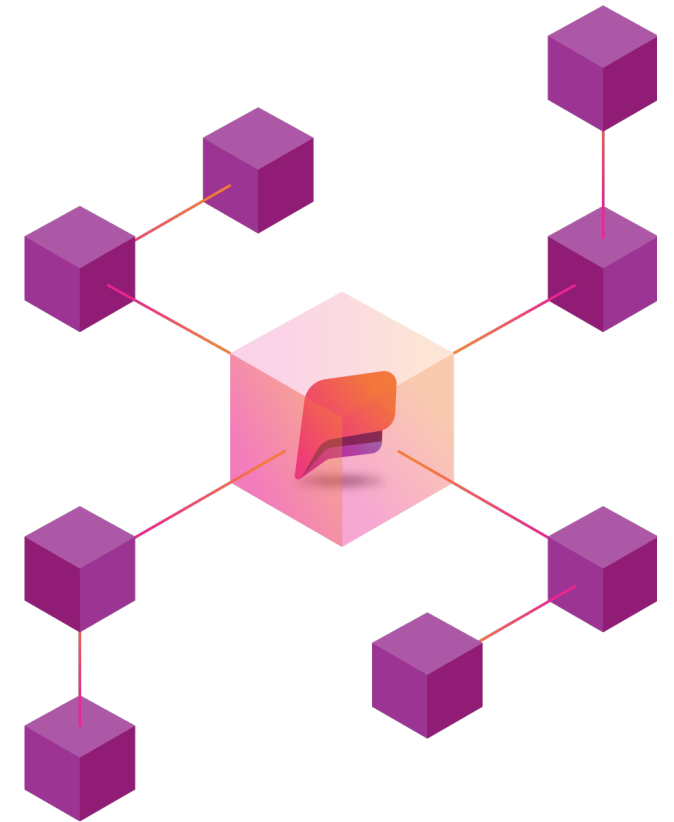
Leverage first-party cookies to
identify and retarget users across visits,
combined with *PrivacyID*

Fast and Easy set-up and launch

Send **SMS in any language**

Personalize user segments

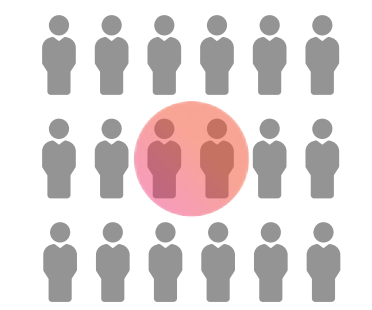
Customize campaigns according to
desired business outcomes





How It Works

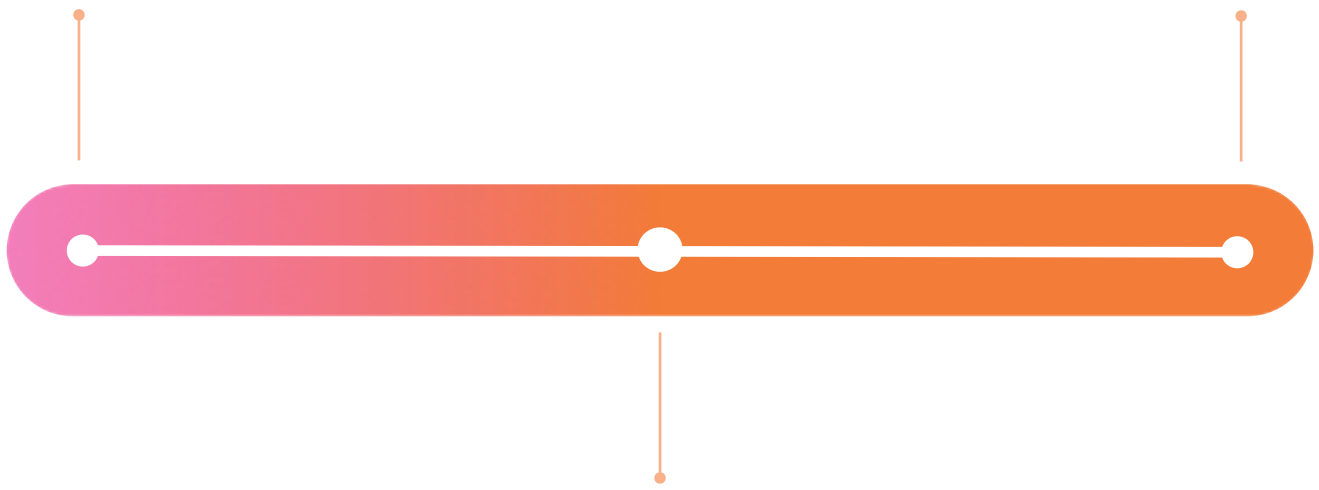
MARKETING MESSAGES FLOW



Segment Users
Target users at best time and with most relevant call to action to optimize sign-ups.

Sign me up
The user leaves their phone number on the website to receive marketing messages

Conversions
Users click on links in SMS to be driven to landing pages or sale pages with a higher propensity to convert.

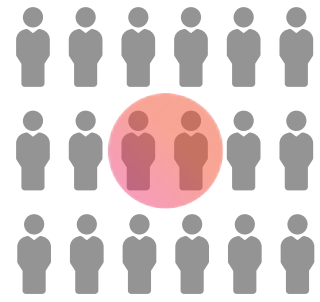


Marketing Messages
Users are contacted with an SMS that is customized and targeted, announcing sales, promotions, new products etc.



How It Works

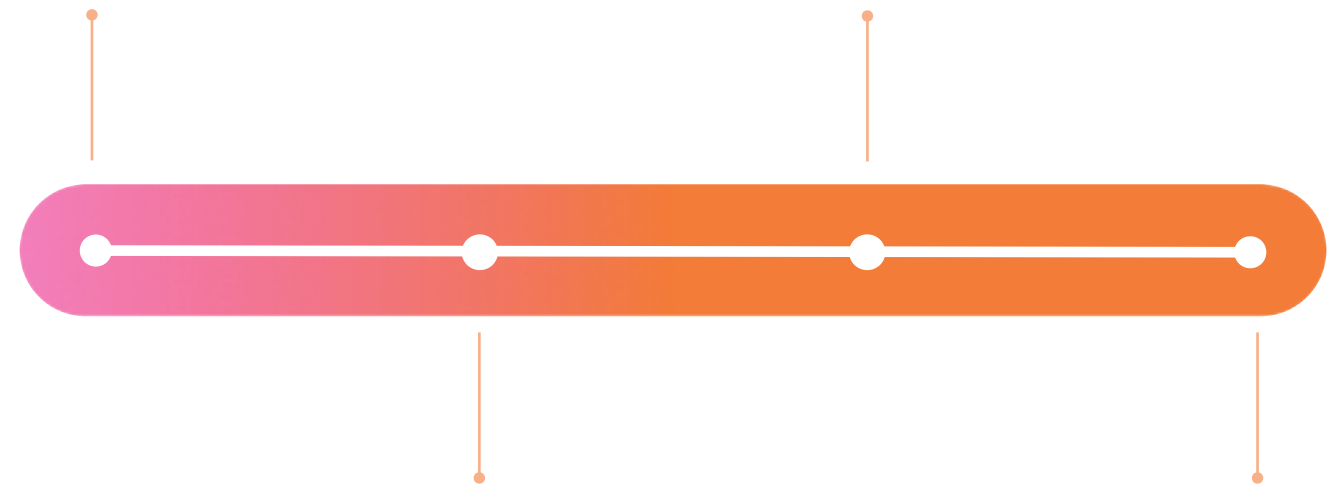
RE-ENGAGEMENT MESSAGES FLOW



Segment Users
Target users at best time and with most relevant call to action to optimize sign-ups.

Sign me up
The user leaves their phone number on the website to receive marketing messages

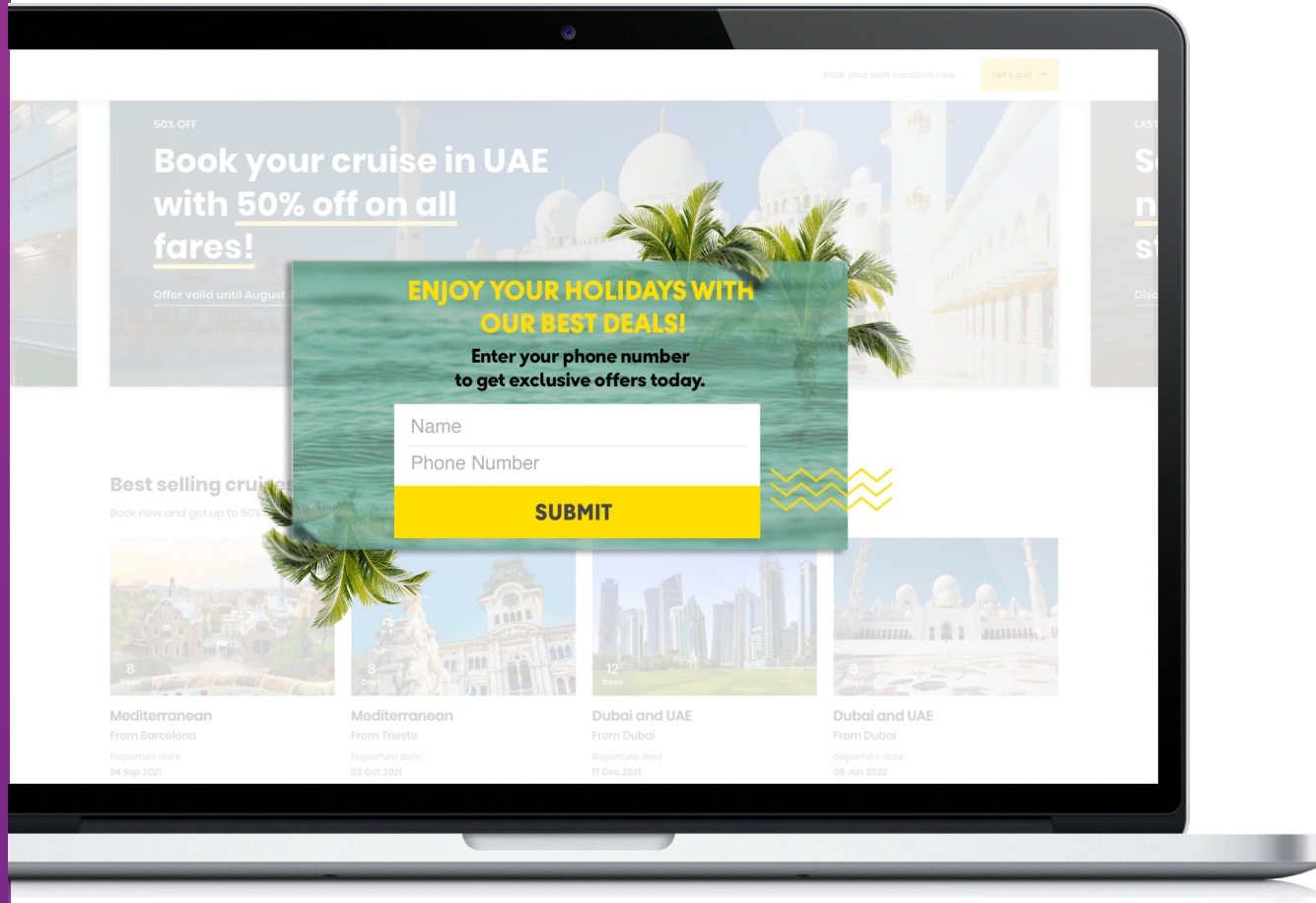
Customizable Streams
Fanplayr Streams can be customized to target abandoning users or send periodic follow-up.



User Abandons Cart
The user is sent an SMS message reminding them that they have left something in the cart. May also include an offer.

Conversions
Users click on links in SMS to be driven to landing pages or sale pages with a higher propensity to convert.

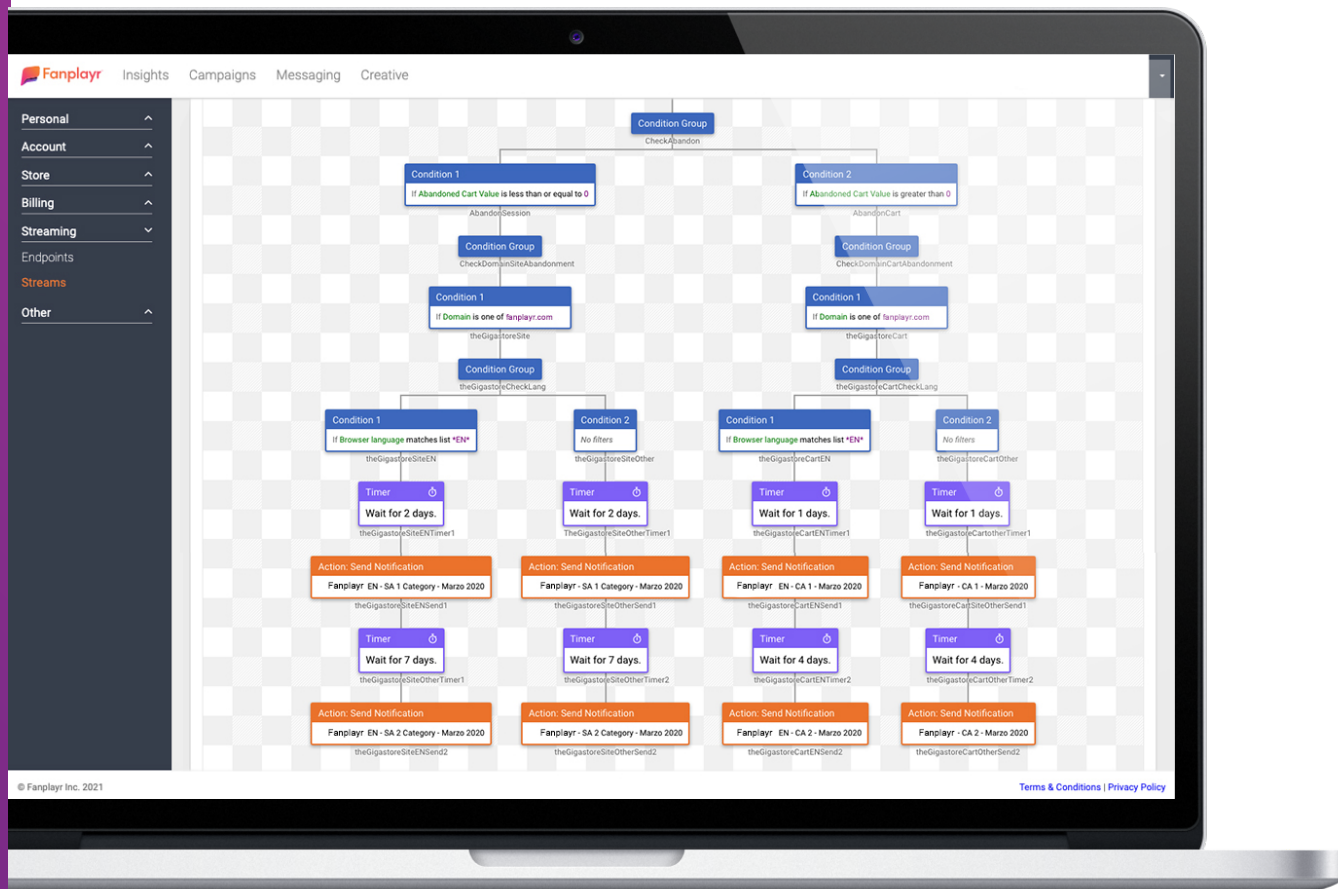
User Sign-Up



Target users who are most likely to sign-up.

Phone numbers collection in full compliance with GDPR, CCPA and other privacy regulations on personal data.

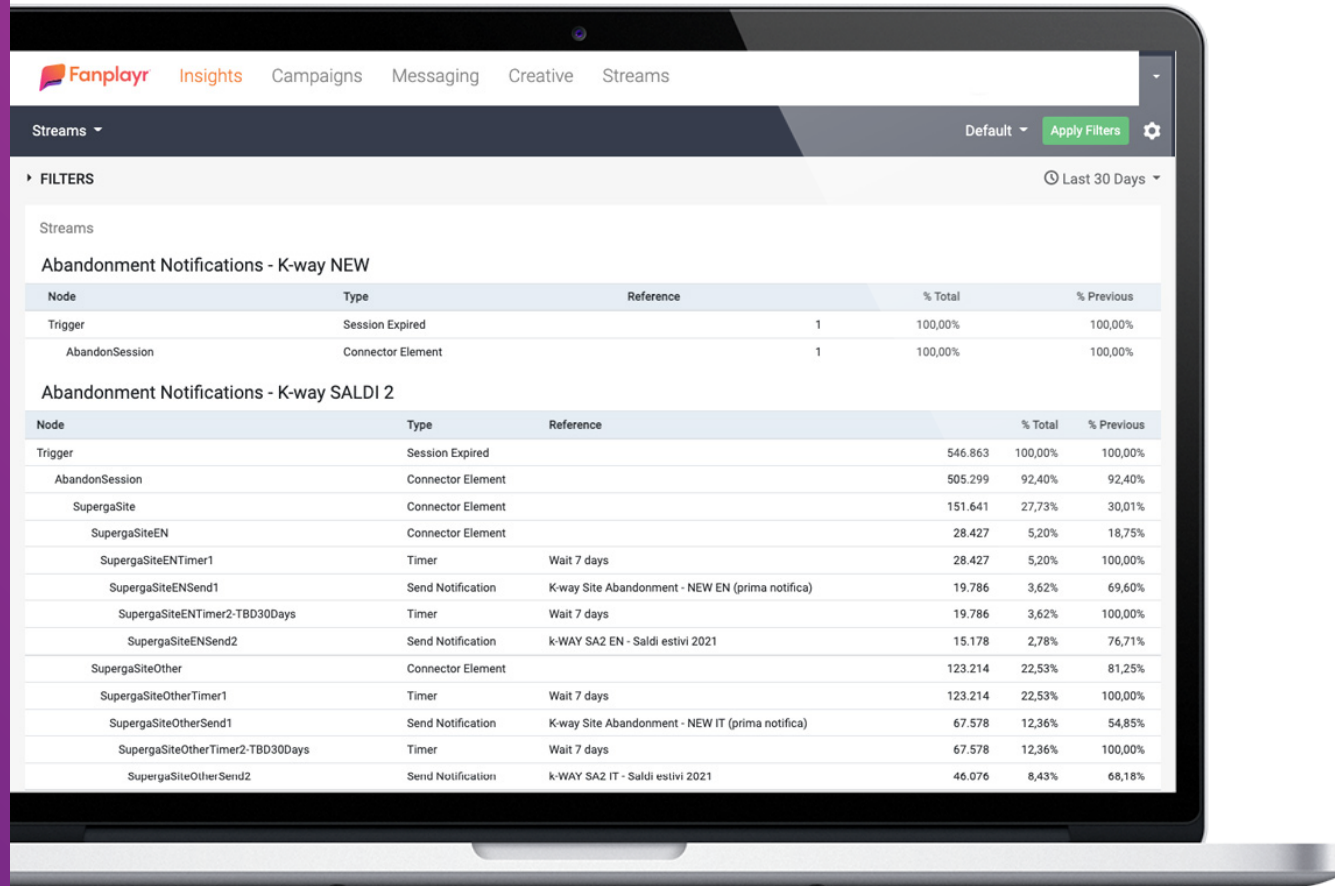
Segmentation Streams



Use Fanplayr's patented Segmentation engine in order to increase response rates by using the most relevant content for each message.

Send smart content through your messages using a consistent workflow logic. Integrates seamlessly to all SMS providers.

Streams Dashboard



The screenshot displays the Fanplayr Streams Dashboard. The top navigation bar includes 'Fanplayr', 'Insights', 'Campaigns', 'Messaging', 'Creative', and 'Streams'. Below this, a 'Streams' dropdown menu is visible, along with 'Default' and 'Apply Filters' buttons. The main content area is titled 'FILTERS' and shows 'Last 30 Days' for the selected stream.

Streams

Abandonment Notifications - K-way NEW

Node	Type	Reference		% Total	% Previous
Trigger	Session Expired		1	100,00%	100,00%
AbandonSession	Connector Element		1	100,00%	100,00%

Abandonment Notifications - K-way SALDI 2

Node	Type	Reference		% Total	% Previous
Trigger	Session Expired			546.863	100,00%
AbandonSession	Connector Element			505.299	92,40%
SupergaSite	Connector Element			151.641	27,73%
SupergaSiteEN	Connector Element			28.427	5,20%
SupergaSiteENTimer1	Timer	Wait 7 days		28.427	5,20%
SupergaSiteENSend1	Send Notification	K-way Site Abandonment - NEW EN (prima notifica)		19.786	3,62%
SupergaSiteENTimer2-TBD30Days	Timer	Wait 7 days		19.786	3,62%
SupergaSiteENSend2	Send Notification	k-WAY SA2 EN - Saldi estivi 2021		15.178	2,78%
SupergaSiteOther	Connector Element			123.214	22,53%
SupergaSiteOtherTimer1	Timer	Wait 7 days		123.214	22,53%
SupergaSiteOtherSend1	Send Notification	K-way Site Abandonment - NEW IT (prima notifica)		67.578	12,36%
SupergaSiteOtherTimer2-TBD30Days	Timer	Wait 7 days		67.578	12,36%
SupergaSiteOtherSend2	Send Notification	k-WAY SA2 IT - Saldi estivi 2021		46.076	8,43%

Deep analysis and insights of performance, conversions, and strategy results.

Fanplayr Smart SMS

Use Cases

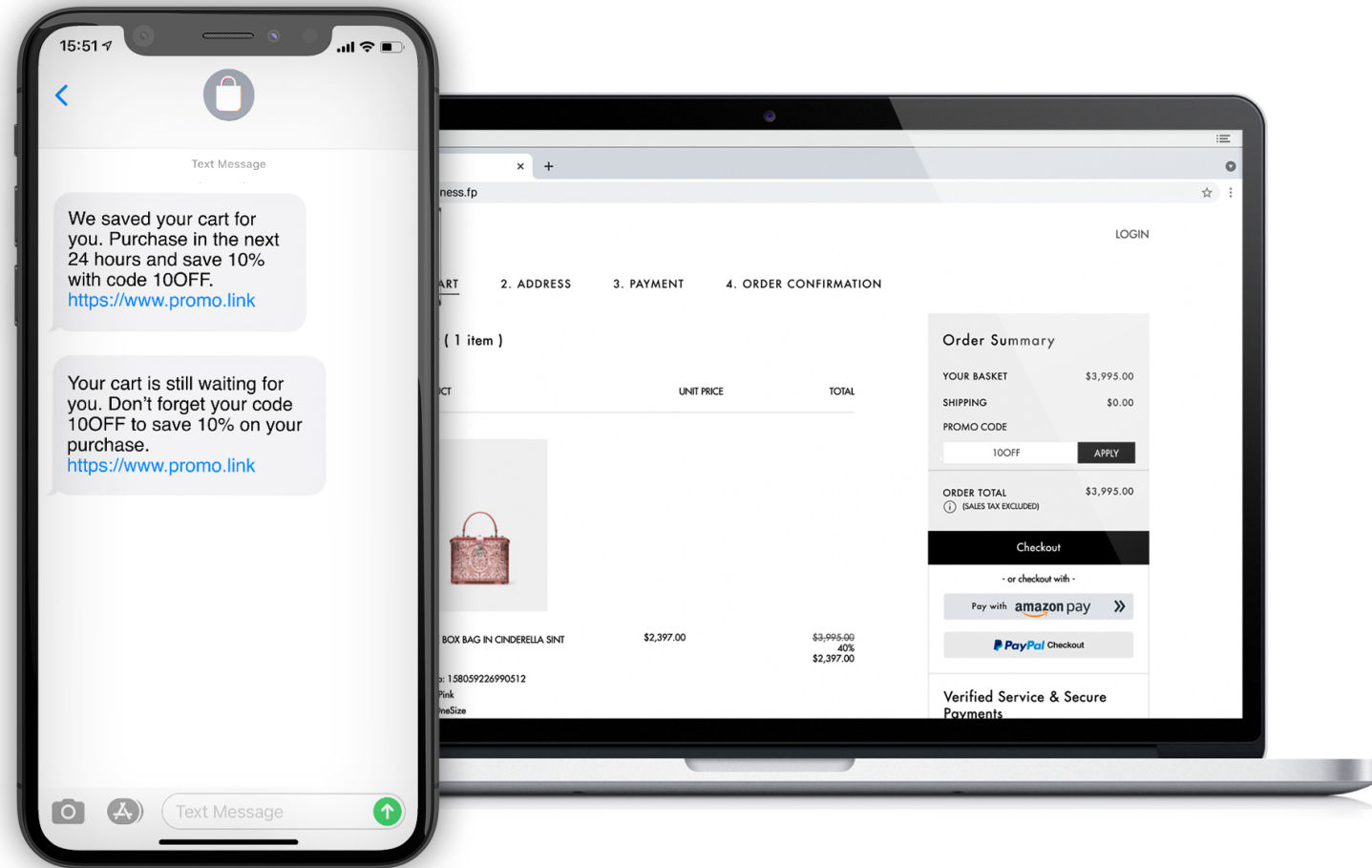
Achieve your performance and engagement goals through personalized triggered or periodic SMS campaigns.



Triggered Remarketing

Re-engage hesitant customers that abandoned their cart on your website. Drive them to the checkout page to **increase the propensity to convert**.

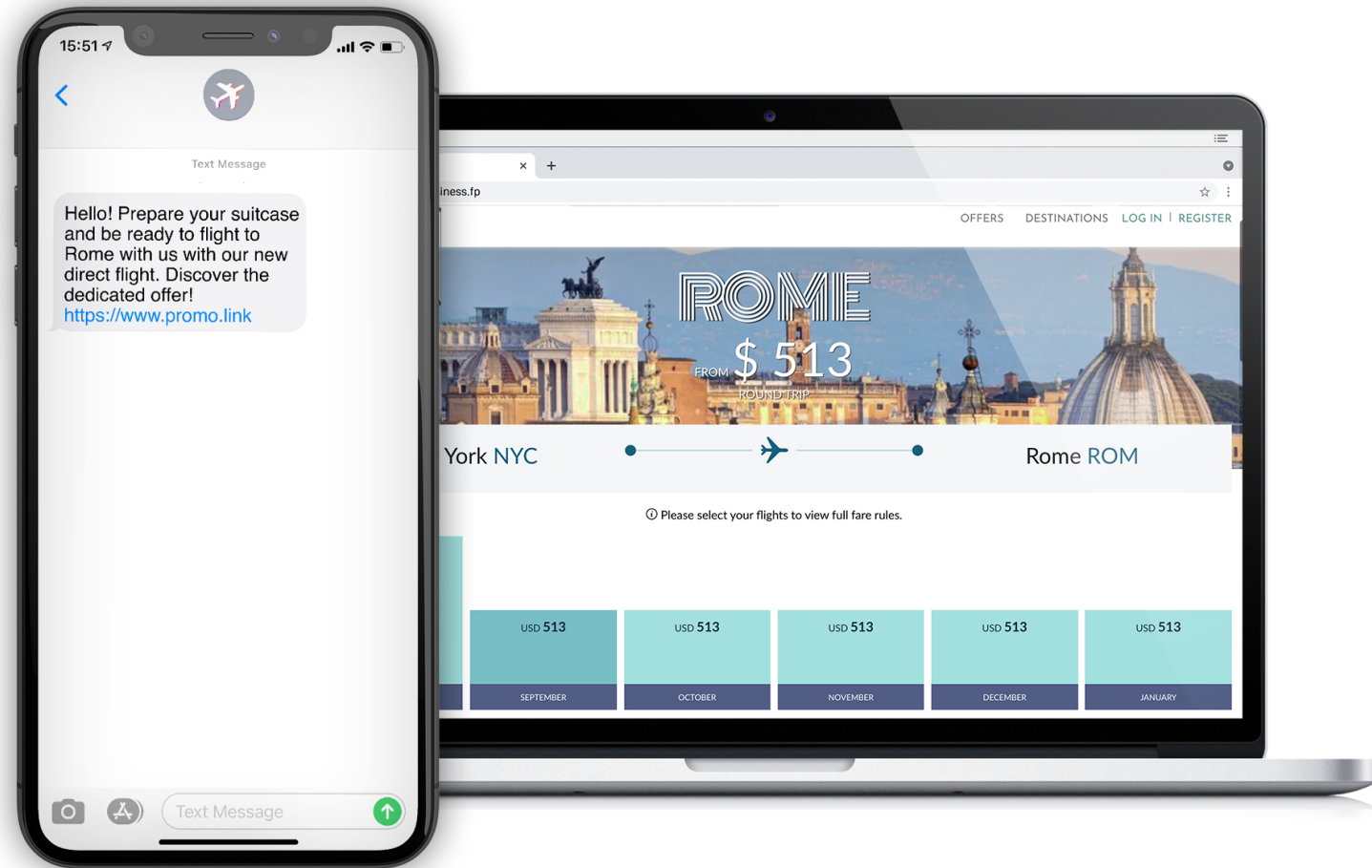
Fanplayr Streams can be customized to **target abandoning** users based on abandoned cart details and on type of user.



Promotion Alerts

Drive action and increase conversions with SMS messages alerting your users to special promotions.

Personalize communication talking to users that showed **interest in a particular product or service** or that at least once a year use that product or service or visited a specific page on the website.

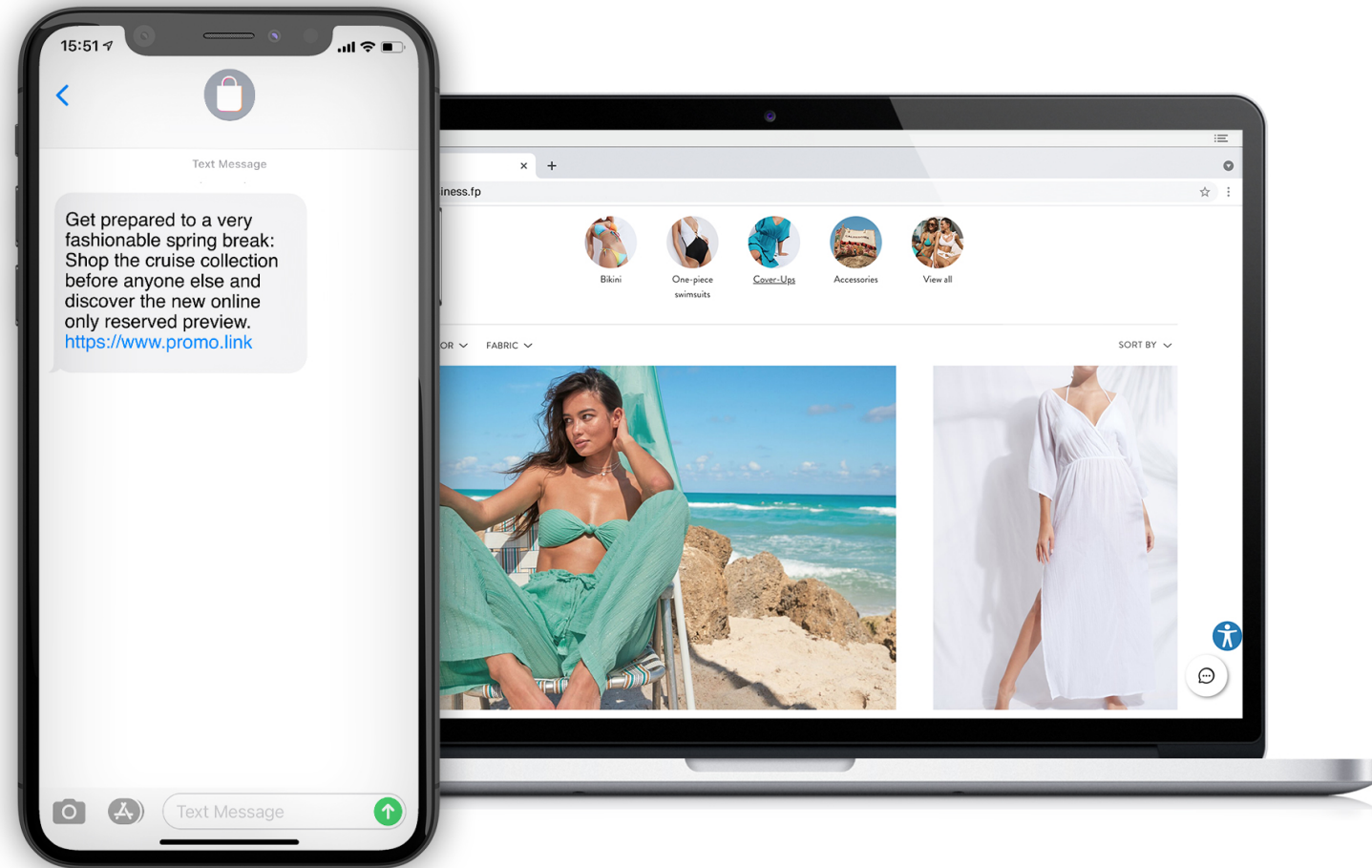




Promotion Alerts

Drive action and increase conversions with SMS messages alerting your users to special promotions.

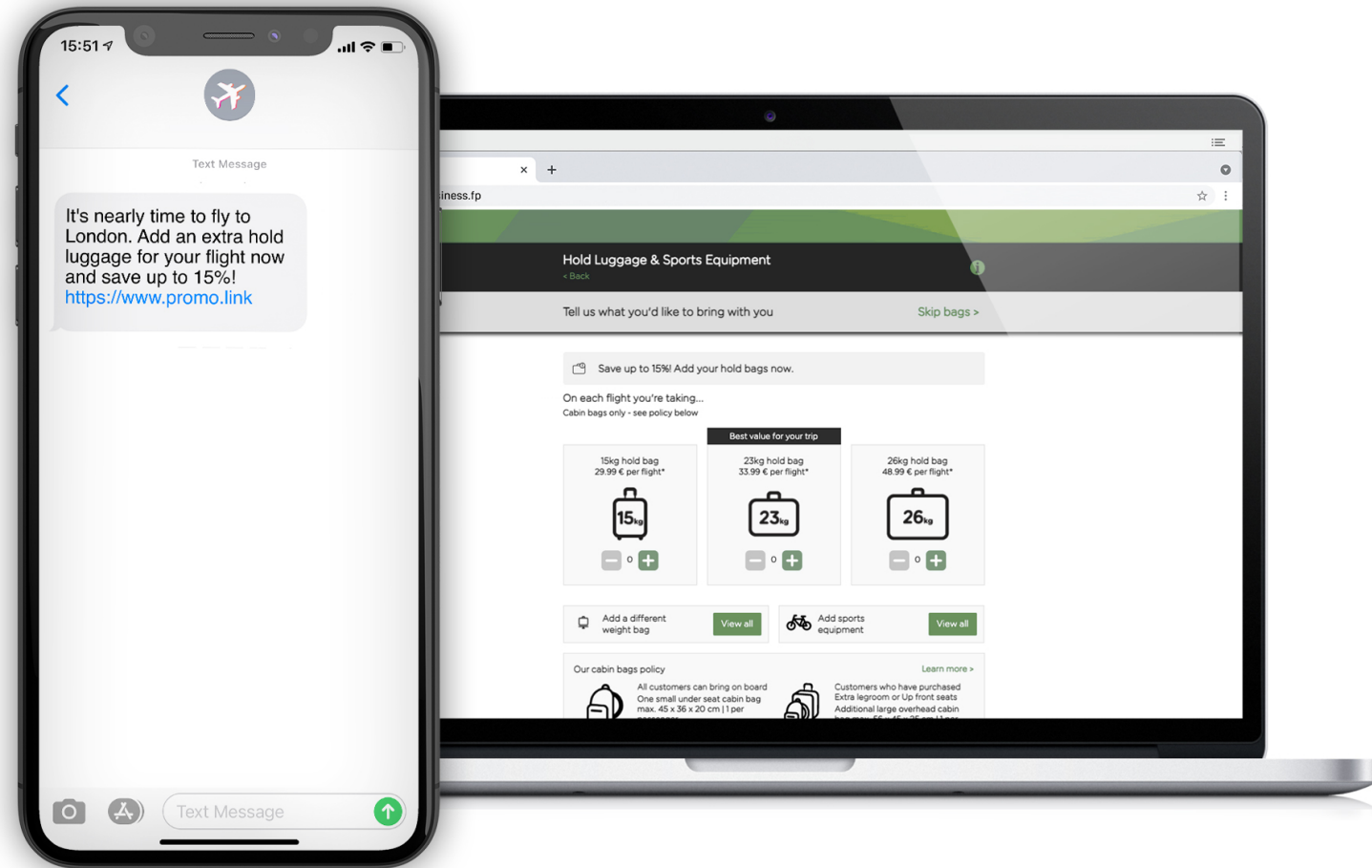
Personalize communication talking to users that showed **interest in a particular product or service** or that at least once a year use that product or service or visited a specific page on the website.



Upsell

Generate incremental revenue with upsell opportunities for current customers, based on their interest.

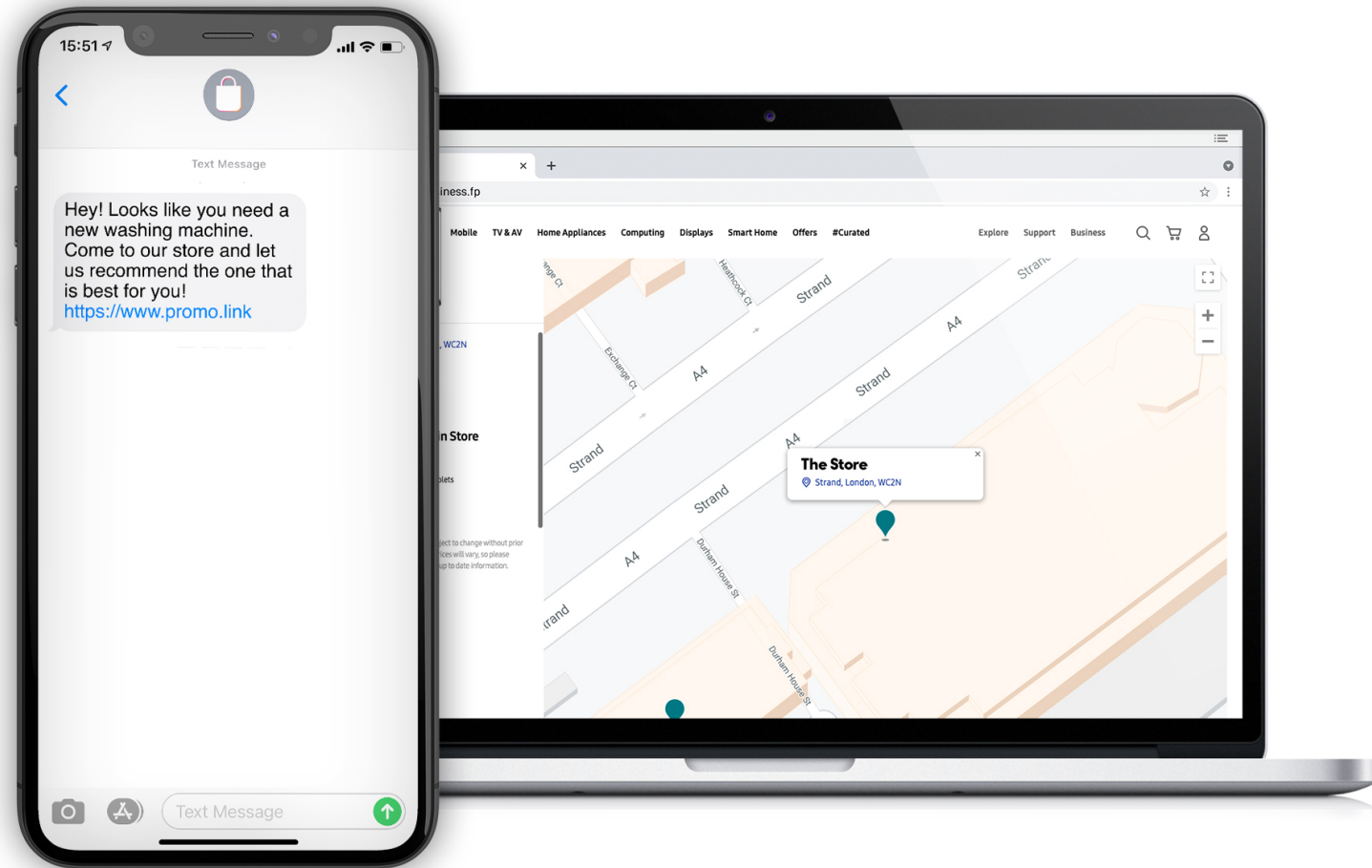
Attract user's attention on a particular offer related to the recently bought product or service in the e-shop, for example free shipping or additional benefits with discounted prices.



Drive to Store

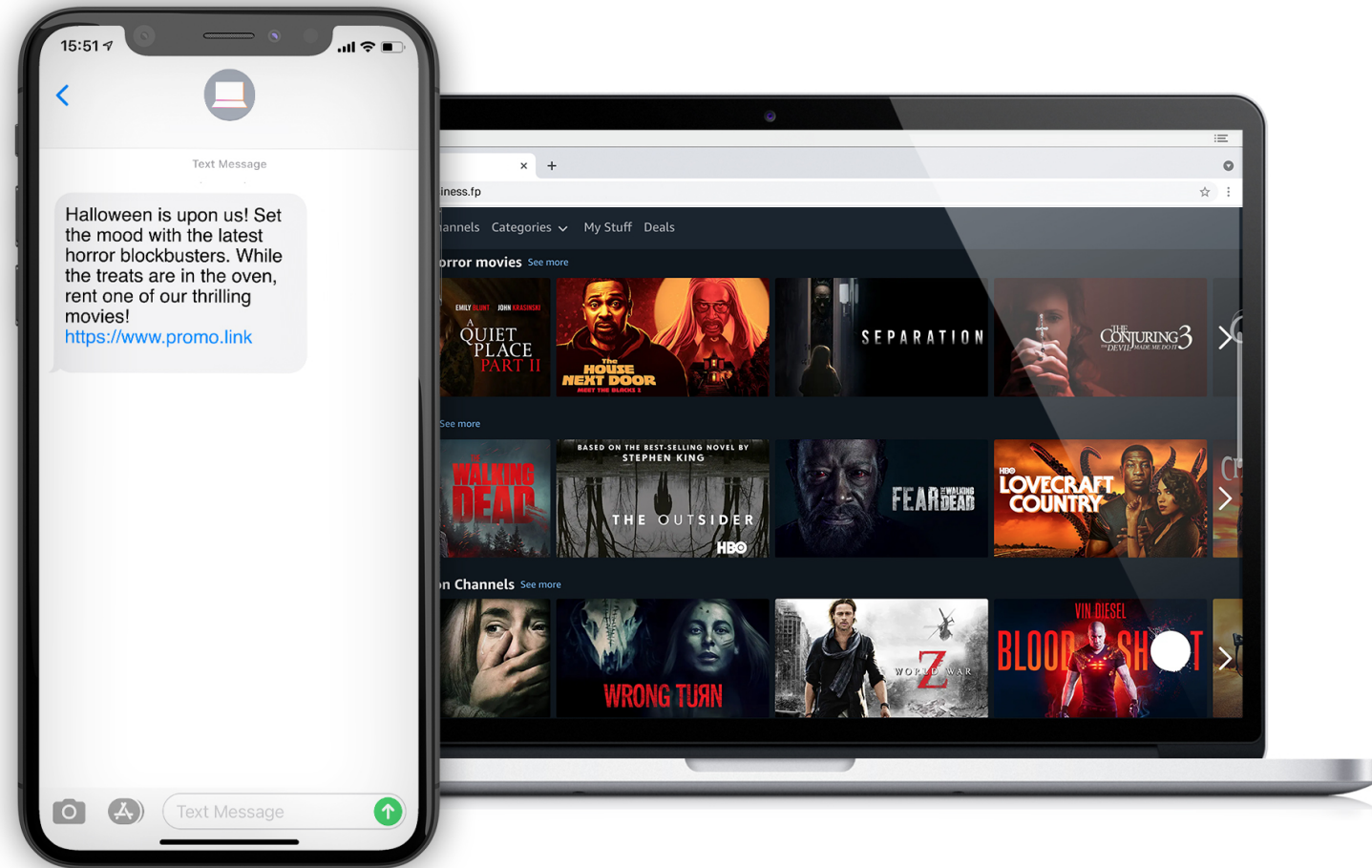
Create a multi-channel experience, guiding your prospects and customers to connect with you in store.

Particularly helpful for articles that usually are not bought online.



Periodic Outreach

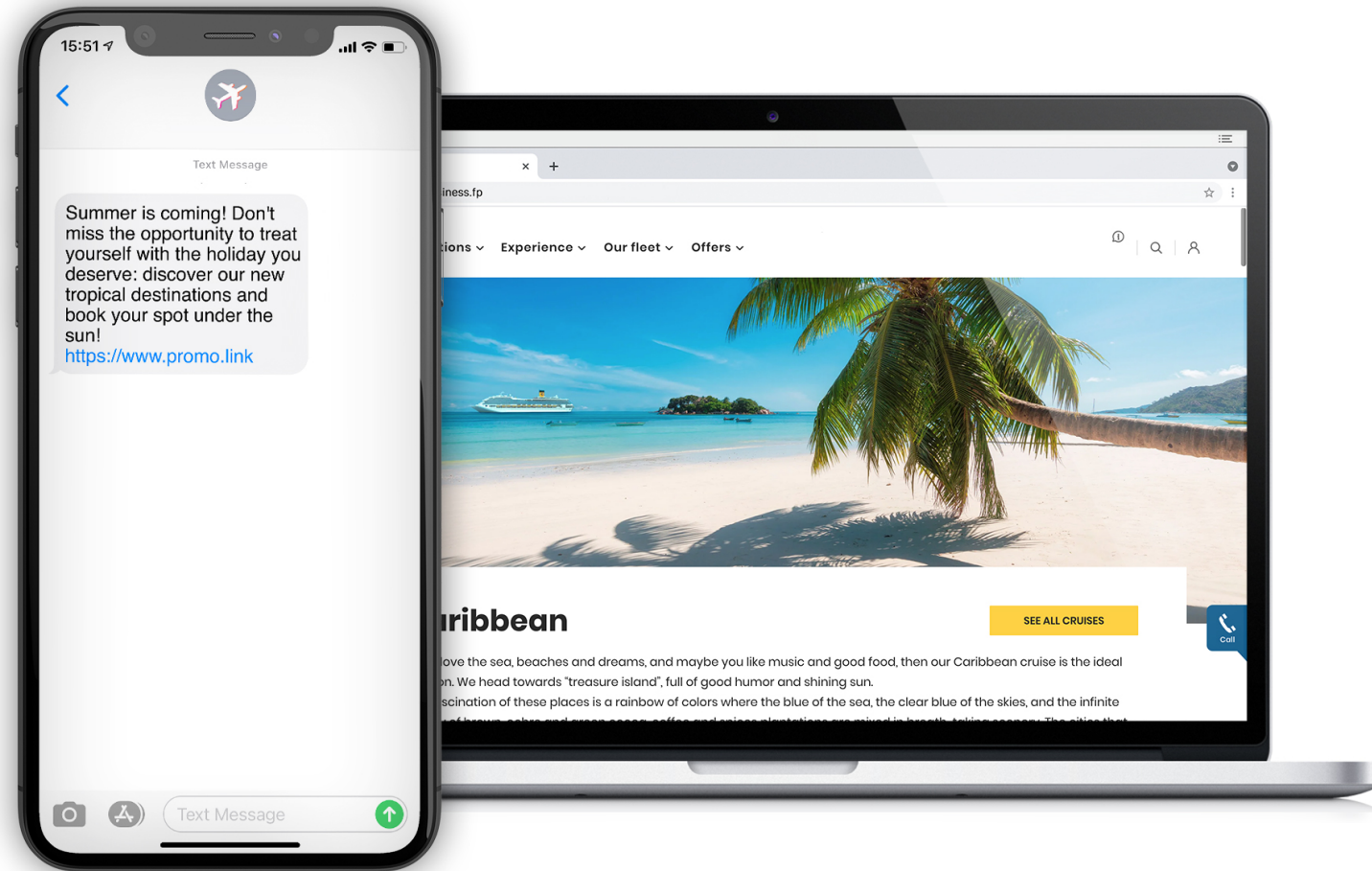
Develop a recurring communication with users through SMS with the aim of **maintaining engagement** and pushing towards **purchase of products or services**.



Seasonal Marketing

Keep users engaged with seasonal communications and remind them to revisit the website to check out the latest news.

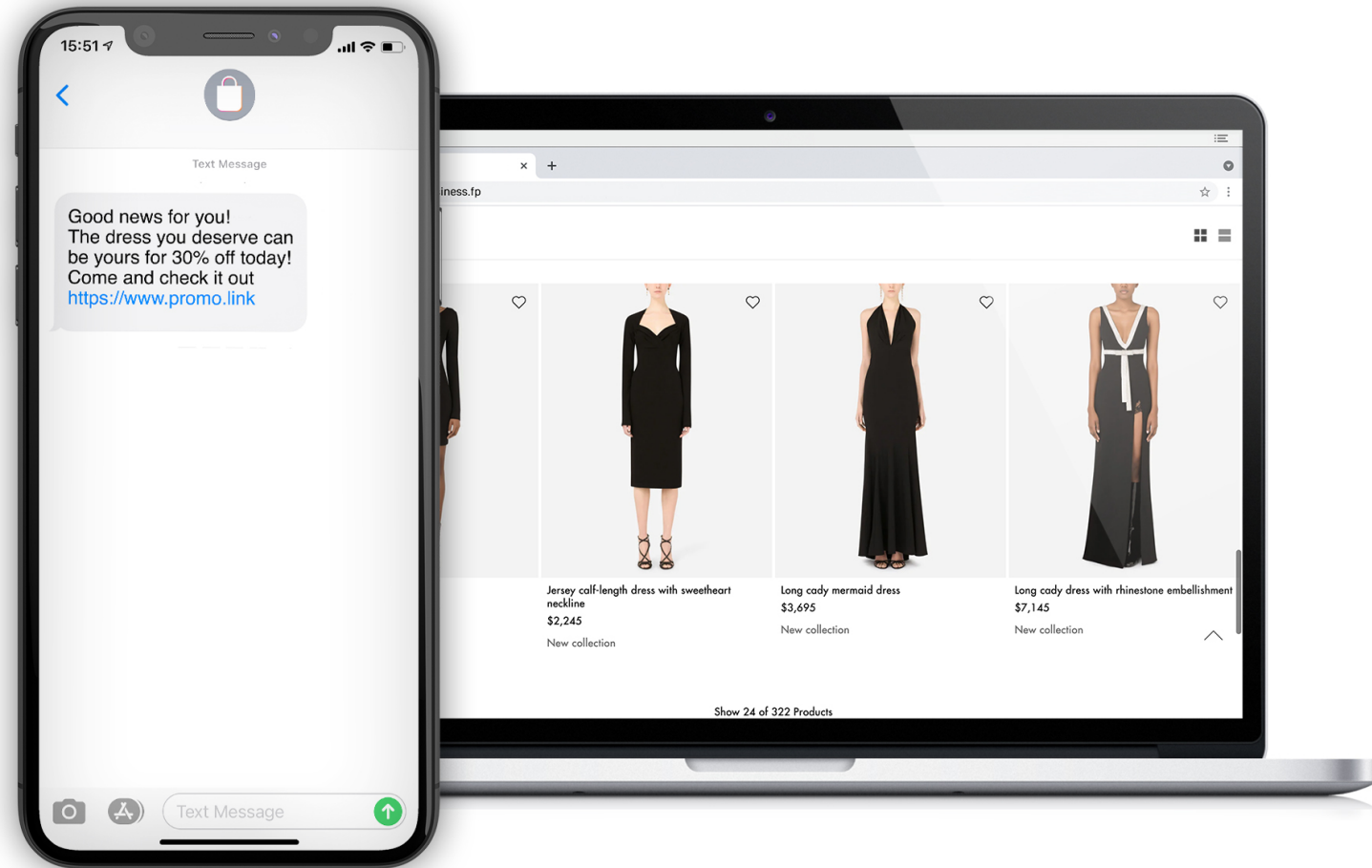
Use seasonal messaging to re-engage with users for **specific occasions or seasonal opportunities** or users looking for particular keywords, such as “holidays”.



Price Drops

Inform users about interesting promotions or specific price drops on their products of interest.

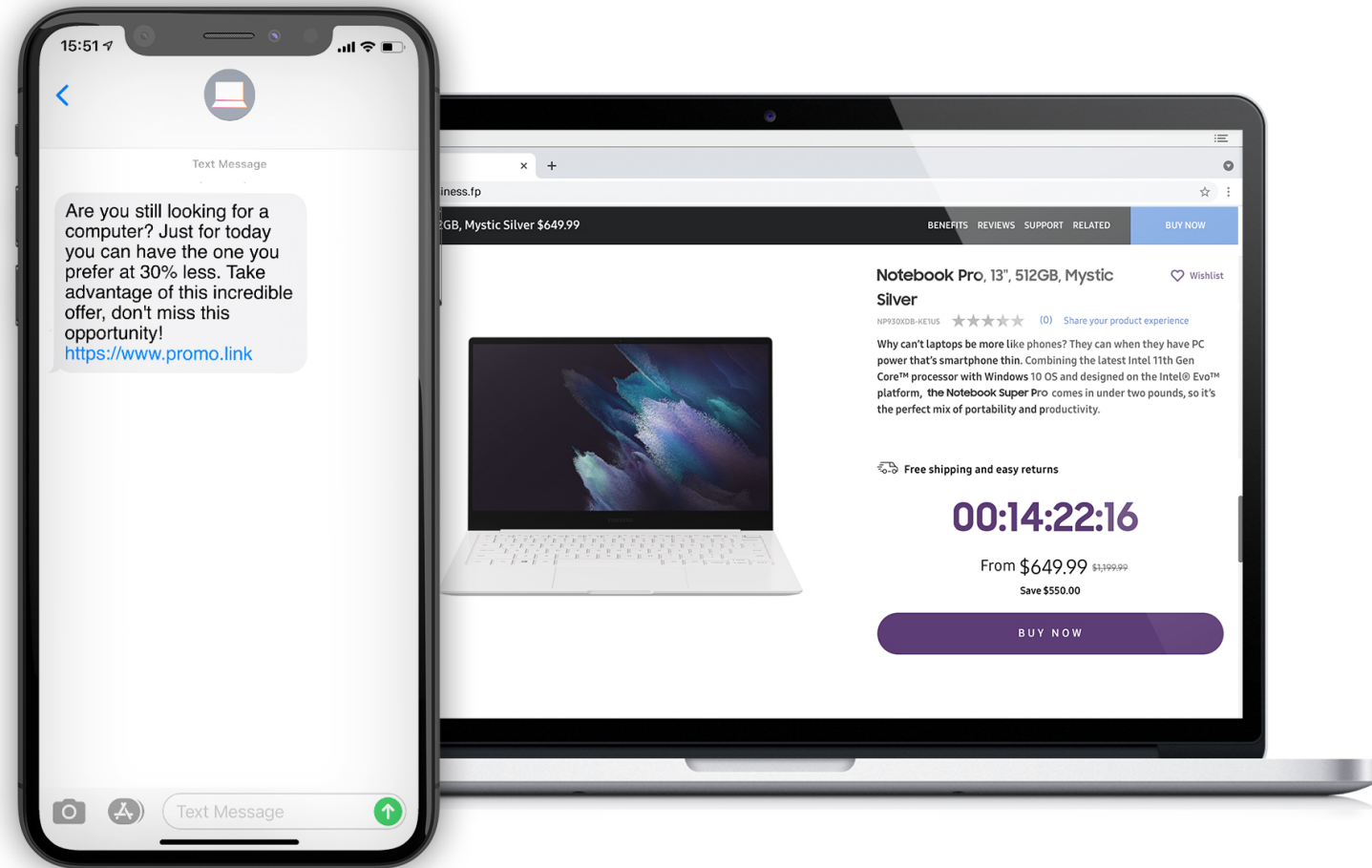
Useful to communicate very **specific offers that last a limited period of time.**



Price Drops

Inform users about interesting **promotions** or specific price drops on their products of interest.

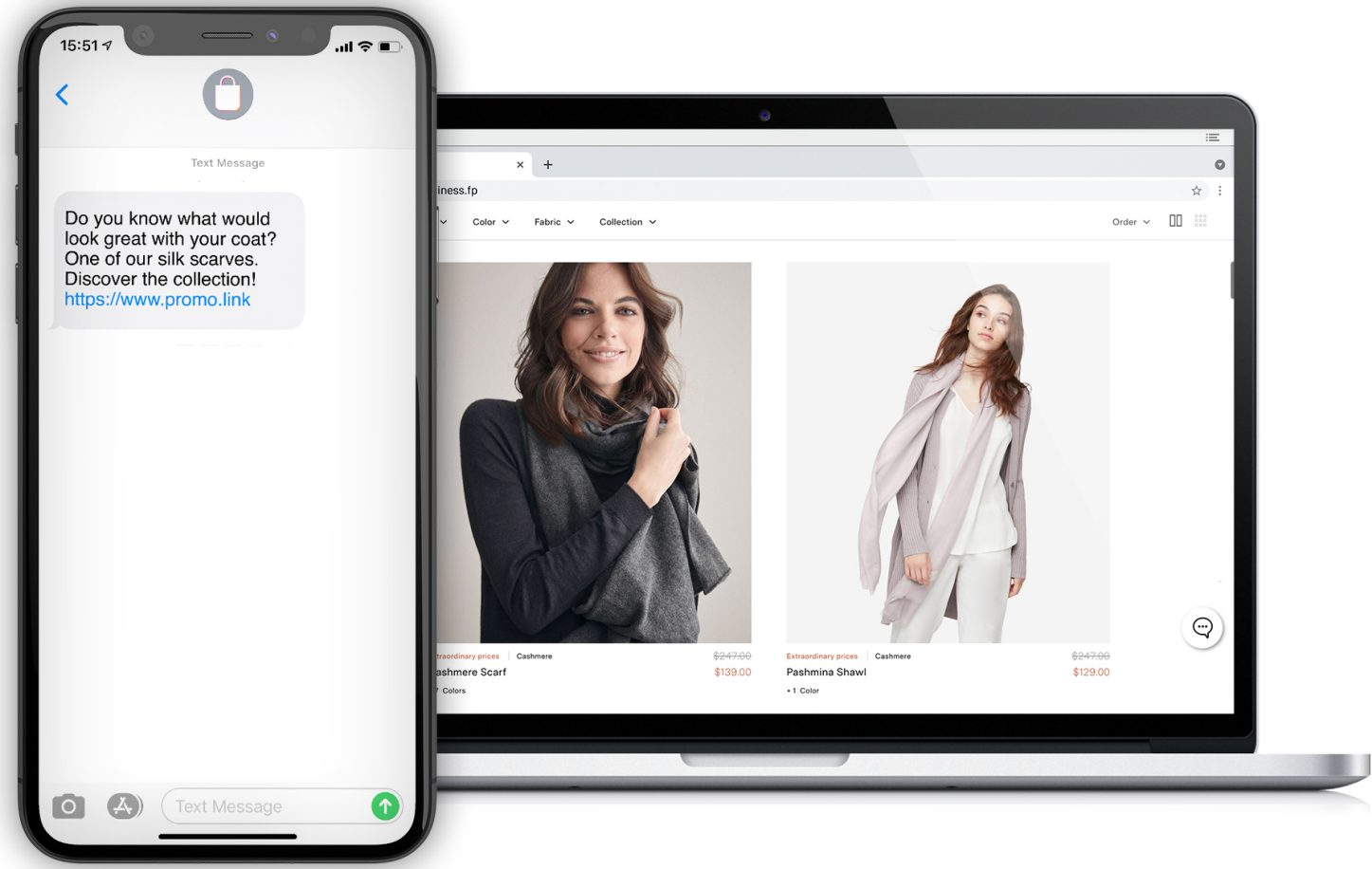
Useful to communicate very **specific offers that last a limited period of time.**





Recommendations

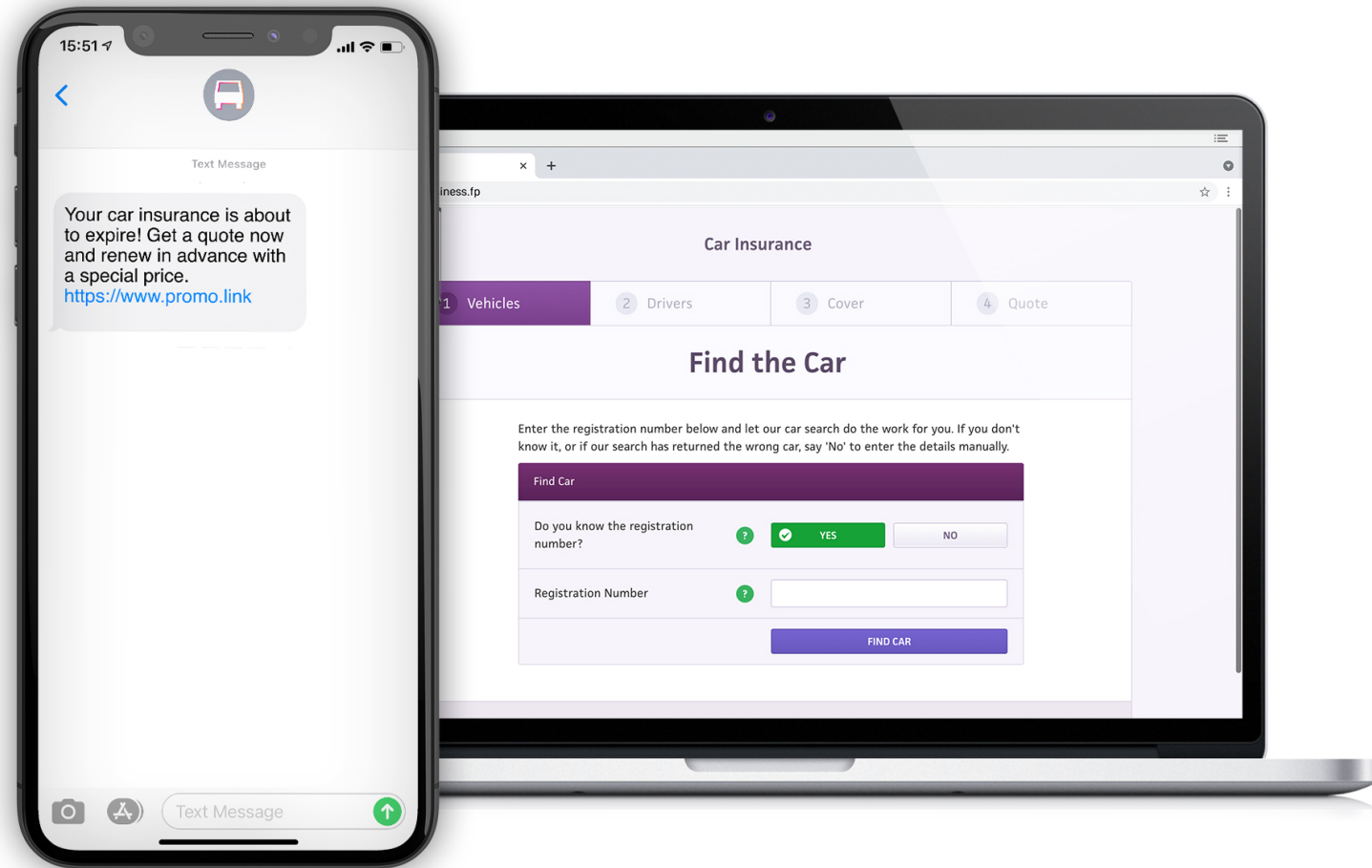
Reach out to users who have already made an online purchase and **invite them to buy again**, suggesting a product that might be of their interest.





Info Messages

Provide informational messages to segmented users to **assist them in their purchase or experience.**



Fanplayr Smart SMS

Technology



Increase your business outcomes: **Start Getting Personal**

Personalized online interactions between businesses and their customers.

Superior customer engagement powered by behavioural data.

Harness 1st party user data in **full compliance with privacy regulations**.





Why Fanplayr



Personalization Engine

- Real-time Segmentation-as-a-Service (patented)
- Leverages an unrivalled number of personal data points
- Segmentation in <50 milliseconds



Effortless & Effective

- Easy implementation via single line of code
- Multi-currency and Multi-language functionality
- Supports and personalizes 3rd party integrations



Honors Individual Privacy

- PrivacyID (patent pending), arbiter of customer identification, allowing 3rd parties to identify customers reliably, without compromising privacy
- Compliant with various regulations, e.g., GDPR, CCPA, etc.



Loved By Clients

- Strong market traction with continued growth
- ARR \$6M+ with ~50% y-o-y growth
- ~150 clients with negative churn for enterprise clients
- 8 offices spread across 5 continents

Quick Set Up

OPEN APIS, TRANSPARENT & CUSTOMIZABLE

Easy Integration

Just a small snippet of code

Campaign Proposal

Translating data into real-time
Actions tailored to meet
business goals

Expand and Optimize

Once validated, expand to whole
target; iterate & optimize



VTEX
eCommerce Cloud Software

shopify

Magento

salesforce

commerce cloud

ORACLE

BIG
COMMERCE

volusion

PrestaShop

CV3

TrueCommerce
Nexternal

lightspeed

MIVA

SPARK PAY





Fanplayr[®]

Making Behavioral Data Actionable

Customer Experience Personalization Platform

BOOK YOUR DEMO





HEADQUARTERS - PALO ALTO

USA - NEW YORK

MX - MEXICO CITY

BR - SAO PAULO

LATAM - BUENOS AIRES

MENA - UNITED ARAB EMIRATES

NORDICS - STOCKHOLM

UK - LONDON

FR - PARIS

IT - MILANO

JP - TOKYO

AU & NZ - MELBOURNE

