

New Challenges. New Tools. New Possibilities

One-to-one marketing has never been easier...or more challenging. With a myriad of sophisticated tools at your fingertips—including CRM solutions, web analytics packages, and digital communication systems—the sky is the limit. That is, until you have to invest precious time trying to manage a cohesive digital communication strategy using disparate data sources and stand-alone applications. More time is then lost repeating the same processes every time you want to execute a program. Unless you have a lot of spare time (not likely), it's a daunting task.

FaceTime Strategy Delivers Digital Marketing Efficiency Through Automation

You've gathered data. You've invested in best-of-breed systems. And you've got a lot to say to your constituents. FaceTime Strategy's Market Master: Automated Interaction Management (AIM) framework provides a single platform to aggregate data, trigger messages, and manage messages across all digital communication channels—automatically.

FaceTime Strategy's Market Master: Automated Interaction Management Framework

Aggregate Relational Data Across the Organization.

Realize unparalleled flexibility modifying and extending FaceTime Strategy's database with Relational Data Management tools. Automatically aggregate rich data from across your organization to drive relevant insight and action in every message.

Make Every Interaction a Marketing Opportunity.

Use the data you've gathered from online and offline customer and prospect interactions to increase relevancy. From demographic data to purchase behavior, Master Market: AIM helps you leverage your data to drive highly-targeted, relevant messages.

Manage All Digital Communications From One Platform.

Alleviate IT resources typically burdened with system integrations by leveraging our Integrated One-to-One Platform to trigger one-to-one messages using the latest digital technologies—including Email, SMS and Voice—in response to any commercial or transactional business event. The platform's intuitive user interface lets you quickly modify messages and optimize performance while achieving cross-channel visibility and real-time monitoring.

Automate Complex Sequenced Programs.

Define every step of your digital communication program using drag-and-drop tools. Specify recurring data imports, refreshes, and sending activities. Define, schedule, modify and save complex programs once. Then rely on automation technologies to execute your programs, freeing you from the burden of tedious tasks and allowing you to focus on strategy and optimization.

The Bottom Line

The future of digital marketing has never been brighter, but manually managing disconnected systems and data sources is no longer a sustainable strategy.

With FaceTime Strategy's Market Master: Automated Interaction Management framework, marketers can automate, monitor, and manage every aspect of their digital communication strategy from a single platform. Learn more at www.FaceTimeStrategy.com.

Your Time is Valuable.

FaceTime Strategy's Market Master: Automated Interaction Management framework lets you automate data aggregation and multi-channel digital messaging processes through a single platform. Achieve cross-channel consistency and a 360-degree view of your communication strategy without losing precious time on once-manual processes.



Leverage the power of Market Master: Automated Interaction Management to automate re-marketing programs to highly engaged prospects.