

Dynamic Offers for Your Individual Subscribers

Relevant, timely offers are the key to your retail marketing success. Giving your subscribers deals and discounts that are as unique as they are can result in repeat purchases and customer loyalty. With existing customers driving the bulk of your revenue, it's vital to your business to keep them interested, engaged, and coming back for more. With Market Master: Offers, you can send your customers digital coupons based on their individual purchasing habits and past consumer behavior to enhance the strength of your overall loyalty campaigns.

Inventory Driven Offers.

200 of your best-selling products for the first 200 customers. Inventory-driven Market Master: Offers let you automatically assign an identifier to your segmented customers and give them a dynamic offer based on your inventory numbers and your promotion budget limitations.

Segment Driven Coupons/Discounts.

FaceTime Strategy Market Master: Offers also let you target a specific subscriber group for a special deal. Extend your offer based on geography, past consumer behavior, or whatever parameter best suits your needs. The right subscriber will see the right message upon opening your email.

Redemption Reports.

Once your Market Master: Offers are redeemed, customer redemption data can be imported, and Summary and Redemption Reports can help you assess the effectiveness of your campaign.

The FaceTime Strategy Difference

Right Offer. Right Time.

Targeting deals and discounts based on previous customer behavior ensures the most relevant, timely offers are delivered to the right subscriber at the right time.

Building Loyalty.

Incorporating Market Master: Offers into your overall loyalty program is a win-win. Your best customers are rewarded with special offers and discounts, and you reap the benefits of nurturing loyal customers.

One-to-One Relationship.

Instead of acting as a "coupon aggregator," Market Master: Offers provides your subscribers a unique one-to-one experience that combines prior lead generation data, email transactional data history, and purchase history over time. The result? A truly personalized offer.

The Bottom Line

With Market Master: Offers, FaceTime Strategy clients can leverage our one-to-one communication platform to distribute, control, and track the redemption of highly dynamic, personalized, and relevant offers to their prospects and customers.

Learn more at www.FaceTimeStrategy.com.

You Had Me at "Open."

The power of Market Master: Offers is revealed at the open. With Market Master: Offers, your offer—whether its a coupon, a discount code, or a personalized deal—is delivered at the open stage of the email send thereby ensuring that your subscribers receive their targeted offer in real time.

Offers.Delivered. = Results.Delivered.

Using Market Master: Offers to convert one time purchasers into lifelong customers has a substantial impact on your bottom line.