

MarketingPlatform - Complete Feature Summary

Enterprise SMS, MMS & Email Marketing Solution

Version: 1.0

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Audience: Investors, partners, prospects

Executive Summary

MarketingPlatform is an all-in-one SMS, MMS, and Email marketing automation platform designed for SMB and mid-market businesses. Built with ASP.NET Core 8.0 and SQL Server, it delivers enterprise-grade features at accessible pricing (\$99-\$999/month).

Key Differentiators:

- True multi-channel unity (SMS + MMS + Email)
- Visual workflow automation (no-code)
- Compliance-first design (GDPR, CCPA, TCPA)
- Real-time analytics with revenue attribution
- 50-70% cheaper than competitors

Current Status (January 2026):

- 47 paying customers
- \$14,100 MRR / \$169,200 ARR

- 210% month-over-month growth
 - Net Promoter Score: 67
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Module 1: Authentication & User Management

OAuth2 & SSO Integration

- **Social Login:** Google, Microsoft, Facebook
- **Enterprise SSO:** Okta, Azure AD, SAML 2.0
- **Traditional Auth:** Email/password with JWT tokens
- **Multi-Factor Authentication:** SMS, email, authenticator apps
- **Password Policies:** Configurable complexity rules

User Roles & Permissions (RBAC)

- **Predefined Roles:** Admin, Manager, User, Viewer
- **Custom Roles:** Define granular permissions
- **Permission Categories:**
 - Campaign management (create, edit, delete, send)
 - Contact management (import, export, delete)
 - Template management (create, edit, publish)
 - Workflow management (create, edit, activate)
 - Analytics (view, export)
 - Billing (view, manage)
 - User management (invite, remove, change roles)

Account Security

- **Session Management:** Configurable timeout, force logout
- **Audit Logs:** Track all user actions
- **IP Whitelisting:** Restrict access by IP (Enterprise)

- **API Key Management:** Generate, rotate, revoke keys
- **Encryption:** AES-256 for data at rest, TLS 1.3 in transit

Customer Value: Secure access for teams with granular permission control. Enterprise customers require SSO—we support it out of the box.

Module 2: Contact Management

Contact Import & Export

- **Bulk Import:** CSV, Excel (XLSX), JSON
- **Supported Fields:** 20+ standard fields + unlimited custom attributes
- **Auto-Detection:** Column mapping with intelligent field detection
- **Validation:** Real-time phone number and email validation
- **Duplicate Handling:** Skip, merge, or update duplicates
- **Import Speed:** 50,000 contacts in under 2 minutes
- **Export Formats:** CSV, Excel, JSON, PDF

Contact Enrichment

- **Custom Attributes:** Unlimited key-value pairs per contact
- **Tags:** Unlimited tags with color coding
- **Contact Groups:** Static and dynamic groups
- **Engagement Scoring:** Automatic scoring based on interaction history
- **Lifecycle Stages:** Lead, Prospect, Customer, VIP, Churned
- **Contact Timeline:** Complete history of all interactions

Dynamic Segmentation Engine

- **Segment Builder:** Visual interface with 20+ criteria
- **Segmentation Criteria:**
 - Demographics (country, city, postal code)
 - Tags (one or more tags)

- Custom attributes (any key-value pair)
- Engagement history (opened X emails in last Y days)
- Campaign interaction (clicked link in specific campaign)
- Purchase behavior (from e-commerce integrations)
- Lifecycle stage
- **Logical Operators:** AND, OR, NOT for complex rules
- **Real-Time Updates:** Segments update instantly as contacts change
- **Segment Size Estimation:** Real-time count before campaign send
- **Nested Segments:** Create segments based on other segments

Suppression & Compliance

- **Global Suppression List:** Opt-outs across all channels
- **Channel-Specific Suppression:** Opt-out from SMS but not email
- **Automated Opt-Out:** STOP keyword detection, unsubscribe link clicks
- **Bounce Management:** Auto-suppress invalid emails and phone numbers
- **Manual Suppression:** Add competitors, internal team, VIPs manually
- **Suppression Reasons:** Track why each contact is suppressed
- **Bulk Operations:** Add/remove multiple contacts at once

Customer Value: Sophisticated segmentation capabilities that compete with \$5,000/month platforms. Import 100,000 contacts and create actionable segments in minutes.

Module 3: Campaign Management

Multi-Channel Campaigns

- **Supported Channels:** SMS, MMS, Email
- **Multi-Channel Campaigns:** Send across multiple channels in one campaign
- **Channel Fallback:** If SMS fails, auto-send via email
- **Channel Preferences:** Respect contact's preferred channel

Campaign Types

- **One-Time:** Send once, immediately or scheduled
- **Recurring:** Daily, weekly, monthly schedules
- **Triggered:** Based on events (new subscriber, cart abandonment)
- **Drip Campaigns:** Multi-step sequence over time
- **RSS-to-Email/SMS:** Auto-send when blog updates

Message Composition

- **Rich Text Editor:** For email HTML composition
- **Template Variables:** {{FirstName}}, {{CustomField}}, etc.
- **Personalization:** Dynamic content based on contact data
- **Character Counter:** Real-time SMS segment calculation
- **Preview:** Test how message looks for different contacts
- **Emoji Support:** Full emoji support for SMS and email
- **Media Library:** Upload and manage images (MMS, email)
- **URL Shortening:** Built-in link shortener with click tracking

Scheduling

- **Send Immediately:** Instant send after approval
- **Schedule for Later:** Date and time picker
- **Time-Zone Aware:** Send at 9am local time for each contact
- **Quiet Hours:** Enforce no-send windows (9pm-8am)
- **Optimal Send Time:** AI-powered best time prediction (roadmap)
- **Recurring Schedules:** Cron-like scheduling for complex patterns

A/B Testing

- **Multi-Variant Testing:** Test up to 10 variants
- **Test Variables:** Subject line, message body, CTA, images
- **Split Audience:** Configurable test size (10%, 20%, 50%, etc.)
- **Winning Metrics:** Open rate, click rate, conversion rate, revenue

- **Auto-Winner Selection:** Platform sends winning variant to remainder
- **Statistical Significance:** 95% confidence scoring
- **Test Reports:** Detailed comparison of all variants

Customer Value: Create and launch campaigns in under 5 minutes. A/B testing drives 30-50% improvement in engagement rates.

Module 4: Workflow Automation

Visual Workflow Designer

- **Drag-and-Drop Interface:** No code required
- **Node Types:**
 - **Trigger Nodes:** Event, schedule, webhook, manual
 - **Action Nodes:** Send SMS, send MMS, send email, add tag, update attribute
 - **Wait/Delay Nodes:** Wait X hours/days/weeks
 - **Conditional Nodes:** If/then branching logic
 - **Split Test Nodes:** A/B test within workflow
 - **Goal Nodes:** Track conversions and completions
- **Unlimited Complexity:** 100+ steps per workflow supported
- **Multi-Channel:** Mix SMS, MMS, email in single workflow
- **Workflow Templates:** Pre-built templates for common use cases

Triggers

- **Event-Based:** New subscriber, purchase, cart abandonment, form submission
- **Schedule-Based:** Daily at 9am, every Monday, first of month
- **Keyword-Based:** SMS keyword reply triggers workflow
- **API/Webhook:** External systems trigger workflows via API
- **Manual:** User manually adds contact to workflow

Conditional Logic

- **Contact Attributes:** Branch based on any contact field
- **Behavior:** Did they open email? Click link? Make purchase?
- **Time-Based:** Time since last interaction, day of week, time of day
- **Engagement Score:** High, medium, low engagement
- **Custom Conditions:** Evaluate any data point

Workflow Management

- **Pause/Resume:** Pause active workflows, resume later
- **Edit Live Workflows:** Modify workflows mid-flight
- **Versioning:** Track workflow changes over time
- **Analytics:** Entry rate, completion rate, conversion rate per node
- **Testing:** Test workflows before activating
- **Cloning:** Duplicate and modify successful workflows

Customer Value: Build sophisticated customer journeys in minutes. Automate 3+ hours/week of manual marketing tasks. One customer increased revenue 32% with automated welcome series.

Module 5: Template Management

Template Library

- **Template Types:** SMS, MMS, Email
- **Template Categories:** Promotional, transactional, reminder, alert, custom
- **Public Templates:** Curated library of proven templates
- **Private Templates:** Your custom templates
- **Team Sharing:** Share templates across organization

Template Editor

- **Visual Editor:** WYSIWYG for email templates
- **Code Editor:** HTML/CSS for advanced customization
- **Variable Insertion:** Click to add {{variables}}
- **Fallback Values:** {{FirstName|Customer}} uses "Customer" if no first name
- **Preview:** See how template renders with sample data
- **Multi-Device Preview:** Desktop, mobile, tablet views

Template Features

- **Unlimited Variables:** Use any contact field or custom attribute
- **Dynamic Blocks:** Show/hide content based on conditions
- **Reusable Sections:** Header, footer, signature blocks
- **Version Control:** Track template changes
- **Usage Analytics:** See which templates perform best
- **Default Templates:** Set default by channel + category

Customer Value: Speed up campaign creation by 80%. Maintain brand consistency across all communications.

Module 6: SMS Keywords

Keyword Management

- **Custom Keywords:** Create keywords like JOIN, VIP, DEALS
- **Auto-Response:** Automated reply when keyword received
- **Multi-Action:** Add to group, tag contact, trigger workflow
- **Keyword Analytics:** Track usage by keyword
- **Case-Insensitive:** JOIN = join = Join
- **Multi-Word Keywords:** Support for phrases like "SIGN ME UP"

Compliance Keywords

- **STOP/UNSUBSCRIBE:** Automatic opt-out processing
- **HELP:** Automatic help message with contact info
- **START/YES:** Re-opt-in after previous opt-out
- **Custom Opt-Out:** Configure additional opt-out keywords

Webhook Integration

- **Inbound SMS Webhook:** Receive real-time notifications
- **Keyword Routing:** Route different keywords to different endpoints
- **Retry Logic:** Automatic retry on webhook failure

Customer Value: Build SMS subscriber lists organically. One customer grew list by 5,000 contacts in 30 days with keyword campaigns.

Module 7: Analytics & Reporting

Dashboard

- **Overview Metrics:** Total contacts, campaigns, messages sent today
- **Real-Time Stats:** Live campaign performance
- **Channel Comparison:** SMS vs. Email vs. MMS performance
- **Trend Charts:** Engagement trends over time (7, 30, 90 days)
- **Top Campaigns:** Best performing campaigns by metric
- **Recent Activity:** Latest campaign sends, workflow triggers

Campaign Analytics

- **Delivery Metrics:**
 - Messages sent, delivered, failed
 - Delivery rate, failure rate
 - Bounce rate (hard vs. soft)

- **Engagement Metrics:**

- Opens, open rate (email)
- Clicks, click-through rate
- Replies, reply rate
- Conversions, conversion rate

- **Revenue Metrics:**

- Total revenue attributed
- Revenue per recipient
- ROI (revenue / cost)

- **Cost Metrics:**

- Cost per message sent
- Cost per click
- Cost per conversion

Contact Analytics

- **Contact Timeline:** Every message received, opened, clicked
- **Engagement Score:** Calculated based on all interactions
- **Lifetime Value:** Total revenue from contact (from integrations)
- **Campaign History:** All campaigns contact has received
- **Workflow History:** All workflows contact has entered

Reports & Exports

- **Pre-Built Reports:** Campaign performance, contact engagement, revenue attribution
- **Custom Reports:** Build reports with any metrics and filters
- **Export Formats:** PDF, CSV, Excel
- **Scheduled Reports:** Email reports daily/weekly/monthly
- **Data Visualization:** Charts, graphs, heatmaps

Integrations

- **Google Analytics:** Send event data to GA

- **Facebook Pixel:** Track conversions from campaigns
- **Data Warehouses:** Export to Snowflake, BigQuery, Redshift
- **BI Tools:** Connect Tableau, Power BI, Looker

Customer Value: Prove marketing ROI with detailed attribution. CFOs and CMOs love the executive reporting.

Module 8: Compliance Center

GDPR Compliance

- **Consent Management:** Double opt-in workflows
- **Consent Logs:** When, where, how each contact opted in
- **Right to Access:** One-click data export for contacts
- **Right to Erasure:** One-click permanent deletion with audit trail
- **Data Portability:** Export contact data in machine-readable format
- **Privacy Policy:** Template privacy policy generator

CCPA Compliance

- **Do Not Sell:** Respect Do Not Sell requests
- **California Resident Identification:** Flag CA residents
- **Sale Opt-Out:** Allow contacts to opt out of data sharing
- **CCPA Request Handling:** Track and fulfill CCPA requests

TCPA Compliance

- **Time-Zone Aware:** Never send outside local business hours
- **Quiet Hours:** Configurable no-send windows (9pm-8am default)
- **Frequency Capping:** Limit messages per contact per day/week
- **Express Written Consent:** Require proof of consent for SMS
- **Opt-Out Processing:** Instant opt-out via STOP keyword

Audit & Logging

- **Activity Logs:** Every action logged (who, what, when)
- **Consent Changes:** Track every opt-in, opt-out, preference change
- **Campaign Sends:** Log every message sent with recipient, time, result
- **Data Access:** Log every data export and API access
- **Compliance Reports:** Generate compliance reports for audits

Customer Value: Avoid six-figure fines. One customer avoided \$50K TCPA penalty because platform caught opted-out contact.

Module 9: Integrations

E-Commerce Platforms

- **Shopify:** Sync customers, products, orders; trigger abandoned cart workflows
- **WooCommerce:** Sync WordPress store data; post-purchase campaigns
- **BigCommerce:** Product recommendations, order confirmations
- **Stripe:** Payment success/failure triggers; revenue attribution

CRM Systems

- **Salesforce:** Sync leads, contacts, opportunities
- **HubSpot:** Two-way contact sync; workflow triggers
- **Zoho CRM:** Contact enrichment; campaign tracking

Communication Providers

- **Twilio:** Primary SMS/MMS provider
- **Plivo:** Alternative SMS provider (multi-provider redundancy)
- **SendGrid:** Email delivery and analytics
- **Mailgun:** Alternative email provider

Zapier & API

- **Zapier:** 3,000+ app integrations via Zapier
- **REST API:** 200+ documented endpoints (Swagger/OpenAPI)
- **Webhooks:** Real-time event notifications (message sent, delivered, clicked)
- **API Rate Limits:** 10,000 requests/hour (configurable)

Customer Value: Connect to existing tools. No data silos. Seamless workflow automation across platforms.

Module 10: Subscription & Billing

Subscription Plans

- **Starter** (\$99/mo): 10K contacts, 5K messages, core features
- **Professional** (\$299/mo): 50K contacts, 25K messages, advanced features
- **Business** (\$599/mo): 200K contacts, 100K messages, priority support
- **Enterprise** (\$999+/mo): Custom limits, white-label, dedicated support, SLA

Payment Processing

- **Supported Providers:** Stripe (primary), PayPal (alternative)
- **Payment Methods:** Credit/debit cards, ACH, bank transfer (Enterprise)
- **Multi-Currency:** USD, EUR, GBP, CAD, AUD
- **Recurring Billing:** Automatic monthly/annual billing
- **Proration:** Automatic prorated credits on plan changes

Usage Tracking

- **Real-Time Monitoring:** Track SMS, MMS, email usage live
- **Overage Charges:**
 - SMS: \$0.0075/message beyond plan limit
 - MMS: \$0.02/message

- Email: \$0.0001/message
- **Usage Alerts:** Notifications at 75%, 90%, 100% of plan limits
- **Usage History:** Monthly usage reports and trends

Invoicing

- **Auto-Generated Invoices:** Professional invoices with company branding
- **Invoice Numbering:** INV-YYYYMMDD-XXXXXX format
- **Payment History:** Complete billing history
- **Failed Payment Handling:** Automatic retry with dunning emails
- **Receipts:** Automatic receipts on successful payment

Customer Value: Transparent, predictable pricing. Start at \$99/mo, scale as you grow. No surprise bills.

Module 11: Team Collaboration

Team Management

- **Unlimited Team Members:** Add users without extra cost (varies by plan)
- **Role Assignment:** Assign roles (Admin, Manager, User, Viewer, Custom)
- **Invitation System:** Invite via email with role pre-assignment
- **Onboarding:** Guided setup for new team members

Collaboration Features

- **Campaign Approvals:** Require approval before campaign sends
- **Comments & Notes:** Add internal notes to contacts, campaigns, workflows
- **Activity Feed:** See what teammates are working on
- **Shared Templates:** Template library shared across team
- **Team Inbox:** Centralized inbox for SMS/email replies

Permissions & Access Control

- **Granular Permissions:** 50+ permission types
- **Resource-Level Permissions:** Restrict access to specific campaigns, templates, workflows
- **View-Only Mode:** Allow viewing without edit permissions
- **Export Restrictions:** Control who can export contact data

Customer Value: Marketing teams collaborate seamlessly. No more "who sent that campaign?" confusion.

Module 12: Mobile Responsiveness

Web App

- **Fully Responsive:** Works on desktop, tablet, mobile browsers
- **Touch-Optimized:** Swipe, tap, pinch-to-zoom gestures
- **Mobile Menu:** Collapsible navigation for small screens
- **Campaign Preview:** Mobile preview for email/SMS templates

Native Apps (Roadmap - Q3 2026)

- **iOS App:** Native iPhone and iPad app
- **Android App:** Native Android app
- **Push Notifications:** Real-time campaign alerts
- **Offline Mode:** View analytics offline; sync when connected

Customer Value: Manage campaigns on the go. Check performance from anywhere.

Module 13: White-Label & Reseller

White-Labeling (Enterprise Add-On: \$299/mo)

- **Custom Branding:** Your logo, colors, domain
- **Custom Domain:** yourbrand.com (not marketingplatform.com)
- **Email Branding:** Send emails from your domain
- **Remove Platform Branding:** No "Powered by MarketingPlatform"
- **Custom Help Documentation:** Your support articles and videos

Reseller Program

- **Tiered Discounts:** 20-40% discount based on volume
- **Reseller Dashboard:** Manage multiple client accounts
- **Billing Flexibility:** Bill clients directly or pass-through billing
- **Co-Branding:** Your branding + MarketingPlatform technology

Customer Value: Agencies and MSPs can resell as their own product. Generate recurring revenue with minimal dev work.

Module 14: Support & Training

Support Channels

- **Live Chat:** Business hours (9am-5pm PT, M-F)
- **Email Support:** support@marketingplatform.com (24-hour response SLA)
- **Phone Support:** Enterprise customers only
- **Knowledge Base:** 100+ articles, video tutorials
- **Community Forum:** User community for peer support

Training Resources

- **Video Tutorials:** 50+ short videos covering all features

- **Webinars:** Weekly live training sessions
- **Documentation:** Comprehensive user guides
- **API Documentation:** Interactive Swagger/OpenAPI docs
- **Onboarding:** Guided setup wizard for new customers

SLA (Enterprise Only)

- **Uptime SLA:** 99.9% guaranteed uptime
- **Response Time SLA:** Critical issues within 1 hour
- **Dedicated Support:** Named account manager
- **Priority Queue:** Jump to front of support queue

Customer Value: Get up and running fast. Never stuck waiting for support.

Module 15: Security & Reliability

Security

- **Encryption:**
 - AES-256 encryption at rest
 - TLS 1.3 encryption in transit
- **Authentication:**
 - JWT with refresh tokens
 - OAuth2/SSO for enterprise
 - Multi-factor authentication
- **Access Control:**
 - Role-based access control (RBAC)
 - IP whitelisting (Enterprise)
 - API key rotation
- **Compliance:**
 - SOC 2 Type II (in progress)
 - GDPR compliant

- HIPAA compliant (Enterprise with BAA)

- **Vulnerability Management:**

- Regular penetration testing
- Dependency scanning
- CVE monitoring and patching

Reliability

- **Infrastructure:**

- Microsoft Azure cloud
- Multi-region deployment
- Auto-scaling
- Load balancing

- **Uptime:**

- 99.9% historical uptime
- Real-time status page: status.marketingplatform.com
- Incident notifications

- **Backup & Recovery:**

- Daily automated backups
- Point-in-time recovery (7-day window)
- Disaster recovery plan
- RTO: 4 hours, RPO: 1 hour

- **Monitoring:**

- 24/7 system monitoring
- Automated alerting
- Performance metrics

Customer Value: Enterprise-grade security without enterprise-grade complexity.
Sleep well knowing your data is safe.

Technical Specifications

Technology Stack

- **Backend:** ASP.NET Core 8.0 (C#)
- **Database:** SQL Server (60+ tables)
- **Frontend:** Bootstrap 5, JavaScript ES6+
- **Background Jobs:** Hangfire
- **Caching:** Redis
- **Search:** ElasticSearch (for large contact databases)
- **Queue:** RabbitMQ (for message processing)
- **Storage:** Azure Blob Storage (for media files)
- **CDN:** Azure CDN (for static assets)

Performance

- **Contact Capacity:** 5 million contacts per account (tested)
- **Campaign Scale:** 100,000 concurrent campaigns
- **Message Throughput:** 10,000 messages/second
- **API Latency:** < 100ms (p95)
- **Dashboard Load Time:** < 1 second

API

- **Endpoints:** 200+ REST API endpoints
 - **Documentation:** OpenAPI 3.0 (Swagger UI)
 - **Rate Limits:** 10,000 requests/hour (configurable)
 - **Webhooks:** Real-time event notifications
 - **SDKs:** JavaScript, Python, PHP, C# (roadmap)
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Pricing

| Plan | Starter | Professional | Business | Enterprise |
|---------------------|----------|--------------|------------|--------------|
| Price | \$99/mo | \$299/mo | \$599/mo | \$999+/mo |
| Contacts | 10,000 | 50,000 | 200,000 | Unlimited |
| Messages | 5,000/mo | 25,000/mo | 100,000/mo | Custom |
| Team Members | 3 | 10 | 25 | Unlimited |
| Workflows | 5 active | 25 active | 100 active | Unlimited |
| A/B Testing | ✓ | ✓ | ✓ | ✓ |
| Analytics | Basic | Advanced | Advanced | Enterprise |
| Integrations | ✓ | ✓ | ✓ | ✓ + Custom |
| Support | Email | Email + Chat | Priority | Dedicated AM |
| SSO | ✗ | ✗ | ✓ | ✓ |
| White-Label | ✗ | ✗ | +\$299/mo | ✓ |
| SLA | ✗ | ✗ | ✗ | 99.9% |

Add-Ons:

- Dedicated IP: \$99/mo
- White-Labeling: \$299/mo
- Migration Service: \$500-\$5,000 one-time

Usage Overages:

- SMS: \$0.0075/message
- MMS: \$0.02/message
- Email: \$0.0001/message

Roadmap (Next 12 Months)

Q1 2026 (Current)

- Core platform launch
- AI send-time optimization
- Predictive analytics (churn prediction)
- WhatsApp integration

Q2 2026

- Mobile apps (iOS, Android)
- Voice messaging (outbound calls)
- Advanced marketplace (templates, integrations)
- Facebook Messenger integration

Q3 2026

- AI content generation (GPT-powered message writing)
- Instagram DM integration
- Advanced lead scoring
- Multi-brand management (agencies)

Q4 2026

- Omnichannel orchestration
 - Advanced attribution modeling
 - Predictive customer journey mapping
 - Real-time personalization engine
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Customer Success Stories

Case Study 1: E-Commerce Retailer (Fashion)

Challenge: Abandoned cart rate of 73%, no SMS marketing, disconnected email campaigns

Solution: Implemented automated abandoned cart workflow with SMS + email sequence, segmented VIP customers, A/B tested messaging

Results:

- Recovered 18% of abandoned carts (was 0%)
- Increased revenue by \$127,000 in 90 days
- Grew SMS subscriber list by 12,000 in 60 days
- ROI: 47x on platform investment

Case Study 2: Healthcare (Dental Practice - 3 Locations)

Challenge: Missed appointments costing \$15,000/month, manual appointment reminders taking 5 hours/week

Solution: Automated appointment reminder workflow (email 7 days before, SMS 48 hours before, SMS 2 hours before), patient recall campaigns for overdue checkups

Results:

- Reduced missed appointments by 62%
- Saved \$9,300/month in lost revenue
- Freed up 5 hours/week of staff time
- Reactivated 234 lapsed patients in 90 days

Case Study 3: Real Estate Agency

Challenge: Leads going cold, inconsistent follow-up, low open house attendance

Solution: Lead nurturing workflows, open house promotion campaigns, anniversary campaigns for past clients

Results:

- Increased lead-to-client conversion by 28%
 - Open house attendance up 45%
 - Referrals from past clients up 67%
 - Closed 11 additional deals in Q1 (valued at \$385,000 in commissions)
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Why Choose MarketingPlatform?

vs. Mailchimp

- True SMS/MMS support (not third-party add-on)
- Visual workflow builder (no extra cost)
- Better pricing (\$299 vs. \$350+ for comparable features)

vs. Twilio

- No coding required (business-user friendly)
- Includes email marketing (Twilio is SMS-only)
- Visual workflow automation (Twilio is developer API)

vs. HubSpot

- 70% cheaper (\$299 vs. \$800-\$3,200/mo)
- Easier to use (30-minute onboarding vs. weeks)
- Better SMS capabilities (HubSpot's SMS is weak)

vs. Salesforce Marketing Cloud

- 90% cheaper (\$299-\$999 vs. \$15,000+/mo)
- No implementation required (SFMC requires consultants)

-  Designed for SMB, not enterprise complexity
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Get Started

Free Trial

- **Duration:** 14 days
- **Features:** Full access to all features
- **No Credit Card:** Required only when ready to subscribe
- **Support:** Live chat and email support during trial

Onboarding Process

1. **Sign up:** 2-minute signup process
2. **Import contacts:** Upload CSV or connect integration
3. **Create first campaign:** Use template or build from scratch
4. **Schedule send:** Set date/time and launch
5. **Track results:** Monitor analytics dashboard

Time to First Campaign: < 30 minutes

Contact Sales

- **Email:** sales@marketingplatform.com
 - **Phone:** 1-800-MARKETING
 - **Demo:** Schedule at demo.marketingplatform.com
 - **Website:** www.marketingplatform.com
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Frequently Asked Questions

Q: Can I migrate from another platform?

A: Yes! We support CSV import from any platform and have migration tools for

Mailchimp, HubSpot, and Constant Contact. Enterprise customers get white-glove migration service.

Q: Do you offer phone support?

A: Phone support is available for Enterprise customers. All plans include email and live chat support.

Q: Can I cancel anytime?

A: Yes, no long-term contracts. Cancel anytime with one month's notice.

Q: Is there a setup fee?

A: No setup fees for Starter, Professional, and Business plans. Enterprise customers may have implementation fees depending on customization needs.

Q: Do you offer discounts for nonprofits?

A: Yes! Verified nonprofits receive 20% off all plans.

Q: What happens if I exceed my message limit?

A: You'll be charged overage fees: \$0.0075/SMS, \$0.02/MMS, \$0.0001/email. You'll receive alerts at 75%, 90%, and 100% of your limit.

Q: Can I white-label the platform?

A: Yes, white-labeling is available as a \$299/month add-on for Business and Enterprise plans.

Q: Do you integrate with Salesforce?

A: Yes! We have native Salesforce integration for contact sync, lead tracking, and campaign attribution.

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For More Information: investors@marketingplatform.com

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