

Persona 3 — The Growth Lead



Name: Amanda Lopez

Role: Head of Growth

Company Size: E-commerce platform (2M users)

Amanda spends heavily on SMS notifications because that has always been the default channel. She suspects cheaper channels could perform similarly for many users but lacks the tools to test and optimize routing at scale.

Pain Points:

- High SMS delivery cost
- No cost optimization strategy
- Engineering dependency for testing
- No performance breakdown by channel

Maps to NotifyEngine:

- Cost-aware routing
- Channel performance analytics
- Usage-based pricing alignment
- Zero manual configuration