



# Detailed specification

## Table of contents

1. Contacts management	3
2. Creating and running Marketing Automation scenarios	8
3. Abandonment recovery	10
4. Segmentation	12
5. Communication channels	14
6. E-mail campaigns	16
7. Push notifications	20
8. WhatsApp	21
9. Real-Time Marketing	25
10. Pop-ups	27
11. Feed Manager	28
12. Recommendation frames	29
13. GeoPoints	30
14. iPresso Satellite	31
15. Google Ads	32
16. Scoring	33
17. Reporting and analytics	34
18. RFM Reports	35
19. eCommerce dashboard	36
20. Campaign planner	37
21. Forms editor	38
22. Data collector	41
23. GDPR Manager	42
24. Loyalty programs	44
25. Landing Pages	45
26. Online surveys	46
27. NPS Surveys	47
28. Theme creator	49
29. Security	50
30. For developers	52
31. Support	53

## 1. Contacts management

<b>Intuitive and innovative contact manager</b>	The three-part view allows you to see different information about a contact at the same time. This gives the user a quick access to the most important data and a holistic view.
<b>Contact monitoring</b>	Monitor contacts who visited connected websites and activities within integrated applications.
<b>Monitoring of anonymous contacts</b>	Monitor contacts who are not yet in the database.
<b>Timeline</b>	The contact history is stored as a timeline. It shows all actions which contacts have taken from the time they started being monitored to the present.
<b>Integration with CRM systems</b>	Integrate iPresso with popular CRM systems (e.g. PrestaShop, Survicate, Shopify, SMS). Once it's done, the contact data will be automatically exchanged between systems.
<b>Using the built-in CRM functions in iPresso</b>	Build CRM functionalities on the basis of iPresso, which is an open system and gives you great opportunities to add your own attributes describing contacts.

<b>Adding contacts automatically from forms</b>	Each form created in iPresso automatically saves data in the system, creates new contacts and updates them.
<b>Adding manually</b>	You can always manually add contacts and update them.
<b>Relationships between contacts</b>	<p>A unique feature of iPresso is <b>linking contacts into relationships</b>. E.g. parents - children, employees - company, car - owner - service - dealer, etc.</p> <p>This feature gives astonishing possibilities in designing customer paths (Customer Journey), adjusting communication, offers and increasing sales.</p>
<b>Data import</b>	Import data from files using the import wizard.
<b>Data management API</b>	Import data automatically via the iPresso API.
<b>Unrestricted fields/attributes</b>	Add freely defined contact fields.
<b>Any contact types</b>	Create different types of contacts having different fields (attributes) e.g. company, person, customer, employee, partner, device, institution etc.
<b>Categories and subcategories</b>	Create any number of categories and

	subcategories, along with individual color coding for easier recognition of contacts in the system.
<b>Tags</b>	Custom contact tagging.
<b>Individual correspondence</b>	The integration with the users' mailings makes it possible to conduct correspondence with individual contacts from within iPresso and save it to the contact history timeline.
<b>Lookup</b>	Contact lookup by stored data and various attributes.
<b>Mass actions</b>	Mass update actions on selected/searched contact segments e.g. category changes, tagging.
<b>360-degree view</b>	Comprehensive 360-degree view of a selected contact with information about attributes, activity and action history, scoring, loyalty points and much more within a single, intuitive screen.
<b>Contact data integration</b>	Integration of contact data from multiple locations including CRM systems and others..
<b>Behavioral scoring</b>	Define behavioral scoring. Awarded points for particular contact behaviors,

	e.g. entering the monitored website, time spent, clicking a link, logging into a store, etc. Create different variants of point assessment depending on e.g. the Marketing Automation scenario.
<b>Demographic scoring</b>	Define demographic scoring. Give points for particular characteristics, e.g. city, position, status, category, etc. Creating different variants. Use one (same) scoring e.g. for a set of features.
<b>Aggregate scoring</b>	The sum of behavioral and demographic scoring.
<b>Multiple scoring plans</b>	Run multiple scoring plans simultaneously.
<b>Loyalty points</b>	Award loyalty points e.g. for specific contact activities. Points can be accrued for multiple loyalty programs that can be run simultaneously for different groups of contacts.
<b>Attributes</b>	Ability to add and configure custom attributes with different data types (e.g., text, date, number, checkbox, calculation).
<b>Activities</b>	Record real-time data in the form of contact activity along with multiple parameters.

## 2. Creating and running Marketing Automation scenarios

<b>Visual Drag&amp;Drop editor</b>	Multi-level, multi-channel scenarios with multiple branches, endings, and conditions created without code or complex forms. Marketers can create unique campaigns and Customer Journey scenarios on their own. Just design, set up, and run.
<b>Tools</b>	Tools for sending e-mails, text messages, notifications, categorizing, tagging, and much more gathered in one place in a drag & drop toolbox.
<b>Conditions</b>	Logical conditions that separate customer paths based on their behavior and characteristics. For example, you can shape communication depending on the link clicked in an e-mail. In iPresso, there is a rich collection of different conditions in the drag&drop toolbox, which can also be configured as needed (Enterprise edition).
<b>Actions</b>	A collection of actions for use in scenarios including communication channels, special actions, changes in contact attributes.

<b>Real-time scenarios monitoring</b>	Preview the progress of a scenario in real-time. You can see how many contacts are at each stage, which allows you to react quickly to occurring changes.
<b>Custom templates</b>	Create your own Marketing Automation scenario templates for multiple use, across different communication channels
<b>Templates library</b>	A library of templates ready to configure and use.
<b>Drafts</b>	Work on scenarios can be divided, you don't have to design everything at once. Just write down a draft algorithm that you or someone else will refine later.
<b>Autosave</b>	You won't lose the progress of your work if you suddenly run out of internet or close your browser by accident. The autosave feature is there to systematically save your draft for you.



### 3. Abandonment recovery

<b>Automatic abandonment detection</b>	<p>Automatic abandonment detection. iPresso monitors user behavior in real time and automatically identifies moments when a key process (e.g., shopping, filling out a form, reviewing an offer) was interrupted before finalization.</p>
<b>Support for different types of abandoned processes</b>	<p>iPresso allows you to respond to various predefined and customized abandonment types, including:</p> <p><b>Abandoned Cart:</b> When a customer added products to a shopping cart, but did not complete the transaction.</p> <p><b>Abandoned browsing:</b> When a user browsed specific products, categories or content, but left the site without converting.</p> <p><b>Abandoned form:</b> When a user started filling out a form (e.g., contact form, newsletter signup, application form) but did not submit it.</p> <p><b>Abandoned Custom Process:</b> Ability to define and monitor unique, business-specific processes (e.g., unfinished product setup, aborted booking) whose abortions are relevant to business goals.</p>

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<b>Personalized and automated multi-channel responses</b>	When an abandonment is detected, iPresso can automatically trigger a predefined scenario by sending a personalized message (e.g., email, SMS, web push, mobile push) encouraging the customer to return and complete the process. The message's content, channel and sending time can be dynamically adjusted to the abandonment context and customer profile.
<b>Flexible configuration of response scenarios</b>	The user has the ability to precisely define conditions that trigger a response (e.g., cart value, time since abandonment, products browsed), time delays, message sequences across different channels, and the content of the messages themselves for different types of abandonment and customer segments.
<b>Integration with other iPresso functionalities</b>	The data on abandoned processes and responses can be used in other modules of the system, such as segmentation, scoring, personalization of content on the site or in subsequent Marketing Automation campaigns, creating a consistent and comprehensive effort.

## 4. Segmentation

<b>Segmentation editor</b>	Select segments of the contact database based on logical conditions (and/or), sets, and subsets. Technically all contact information in the system is used for segment selection. Tag segments with tags and categories as well as saved segmentation criteria for use in various activities in the system. The basic segmentation editor is intuitive to use and has a dynamic form.
<b>Tags</b>	Tag contacts in segments and use the tags as criteria in subsequent segments.
<b>Categories and subcategories</b>	Create your own categories and subcategories for selected segments. Categories can cross contacts between each other.
<b>Segmentation based on behaviors, attributes, custom activities and actions</b>	For segmentation, you can take into consideration the entire set of available in the system and self-defined characteristics, the activity of the contacts, your own and the system's actions on the contacts.
<b>Actions on segments</b>	A collection of actions to perform ad-hoc on a segment (including

	assigning a count to a variable, adding a flag, changing tags, changing consents, sending email/SMS, exporting, adding to a report, etc.).
<b>Creating a segment based on another segment</b>	Using collections from one segment in the creation of another.
<b>Splitting the segment</b>	Dividing into equal parts, extracting random control groups.

## 5. Communication channels

<b>E-mail</b>	Send personalized transactional and marketing e-mails.
<b>Web Push</b>	Notifications to web browser users.
<b>Instant Push</b>	A special version of Web Push notifications with accelerated delivery to a mass recipient (e.g., for urgent messages).
<b>Mobile Push</b>	Notifications to mobile app users.
<b>SMS</b>	Send SMS text messages with the possibility of personalizing the content and other elements accordingly to the campaign objectives.
<b>WhatsApp</b>	A conversational communication channel with WhatsApp users.
<b>RCS (soon)</b>	RCS messaging - an enhanced version of SMS with multimedia and conversational features.
<b>Voice messages</b>	Send voice recordings as messages to specified telephone numbers. Uploaded messages as .wav sound files or a text read out by a speech synthesizer.

<b>Dynamic content on the website</b>	Generate dynamic content (on the fly) based on website user behavior, anonymous and recognized contacts from the database.
<b>Mobile applications</b>	Once the application is integrated via iPresso API, it becomes possible to call actions defined in the application and display push notifications.
<b>Universal InBox (soon)</b>	An independent communication channel within a given website and/or application that allows users to receive personalized messages within their individual account.
<b>SmartTV / STB</b>	Messages for TV (SmartTV) or set-top box (STB) applications available after integration.
<b>Internet of Things</b>	Create contacts that are in fact devices and communicate with devices with BLE (Bluetooth 4.0). Integration via iPresso API. Trigger actions in several communication channels driven by a specific activity with a device.

## 6. E-mail campaigns

<b>Drag&amp;Drop editor</b>	Intuitive Drag&Drop editor with ready-to-insert elements (e.g. text columns, image boxes, buttons, etc.) that you can configure quickly and easily. E-mails prepared in this editor are responsive and ready to be sent with security standards.
<b>WYSIWYG editor</b>	A popular editor for creating content. It resembles a word processor where you can create e-mails just like in an e-mail software. It is enriched with features unique to iPresso including content personalization.
<b>HTML editor</b>	For more advanced users who create e-mails in HTML, there is an intuitive code editor with automatic "live" effects preview, tag coloring, and an automatic syntax validator.
<b>Importing projects from ZIP packages</b>	Advanced users who create e-mails in external tools and graphics packages can drag and drop the file into iPresso and the system will convert it into a ready-to-use e-mail accordingly.
<b>Library of (&gt;1400!) templates</b>	iPresso Studio comes with a library of pre-made templates that you can use to prepare your own e-mails.

<b>Custom templates</b>	Prepare custom e-mail templates. Especially useful if you work in teams, have your own standards or you need to speed up the creation of further e-mails based on the best templates.
<b>Content personalization</b>	The subject line and the body of the e-mail may contain elements of personalization. It can be for example a name, but also a whole block of content in the form of descriptions, names or various attributes.
<b>Dedicated IP address</b>	A dedicated mailing address means a better reputation for mail servers, higher deliverability and control.
<b>Reports</b>	Comprehensive reporting including: deliveries, opens, clicks, hours opened, conversion percentage, unit overview, aggregate conversion, aggregate reports from multiple mailings.
<b>Automatic subscribing and unsubscribing</b>	Handling subscribing with consents (e.g. marketing) and unsubscribing from specific communication consents.
<b>Customized unsubscribe pages</b>	Create custom pages through which users can withdraw consent regarding receiving messages. HTML editor is available as well as an option to upload attachments with CSS styles and JavaScript functions. Ability to split the



	unsubscribe process into 2 stages: verification and confirmation.
<b>Multi-scenario A/B/X tests</b>	Multidimensional A/B/X testing with examination of topics, senders, content, clicks and conversions to a specific action, among others.
<b>Responsive design</b>	E-mails prepared in Drag&Drop editor and from templates are responsive, ensure accessibility and readability on mobile devices.
<b>E-mail preview</b>	Automatic preview of created content in several most popular resolutions for desktop, tablet and smartphone devices.
<b>Communication frequency limitation</b>	Setting communication limits for selected groups of contacts - potential e-mail recipients e.g. from campaigns. You can define the maximum allowed number of messages to selected recipients.
<b>Hard bounces</b>	E-mail verification mechanism in the database. Flagging contacts with invalid addresses. Excluding incorrect addresses from subsequent mailings after re-verification.

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<b>Deliverability</b>	High deliverability of mailings thanks to advanced infrastructure and selection of leading, reputable partners. Possibility of expert support analyzing the level of e-mail delivery and recommendations for improving deliverability.
<b>Advanced targeting</b>	Demographic and behavioral targeting based on contact attributes. Ability to select specific contact segments based on multiple criteria and logical conditions.
<b>Capacity</b>	Up to 150,000 personalized e-mails per hour in a single campaign. The ability to run dozens of campaigns on different groups from the contact database simultaneously. Handling of multi-million base mailings.
<b>E-mails for Marketing Automation scenarios</b>	Create pre-made e-mail templates for use in Marketing Automation scenarios. They can be prepared in advance, before the creation of the scenario and during its design.

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## 7. Push notifications

<b>Reaching customers in real time</b>	Design and trigger notifications based on user behavior. It's a variety and complement to Customer Journey and a way to communicate more effectively.
<b>Web Push</b>	Sending notifications to a defined target group of customers visiting the website.
<b>Mobile Push</b>	Sending notifications to a defined target group of customers using the mobile application.
<b>On-site Push</b>	Design content in the form of pop-ups, then trigger them in real time in response to ongoing customer activity. The notification activates in response to specific user behavior. With On-site Push you can encourage newsletter sign-ups, present an upsell, and redirect to similar content.

## 8. WhatsApp

<b>WhatsApp - the way it works</b>	The operation of this channel in iPresso is not based on the classic chatbot, which responds to the fact that the person will write to us first, but similarly to other channels such as email or push the initiator of communication is iPresso.
<b>What makes WhatsApp different from other communication channels?</b>	The difference between traditional communication channels and the WhatsApp channel is that it allows you to create a conversation with a contact. This means that the campaign does not end after the message is sent, but responds to the contact's responses according to the conversation planned in the campaign.
<b>Launch WhatsApp integration in iPresso</b>	In order to start WhatsApp integration in iPresso, it is necessary to have a WhatsApp Business Account. iPresso, together with the integration provider (Vonage), supports the customer in the entire process of launching the integration (including obtaining a WhatsApp business account).
<b>High open rate</b>	WhatsApp as a communication channel has a very high open rate, which can be more than 95%, making it extremely effective.

<b>Two-way communication and responsiveness</b>	<p>By allowing the customer to choose different responses, communication becomes interactive and two-way. This means that you can "talk" with your customers and not just deliver one-way marketing messages.</p>
<b>Omnichannel</b>	<p>In iPresso, WhatsApp can connect with other communication channels available in the system (email, SMS, web push, mobile push). This means that the recipient directly in the WhatsApp conversation can click an option, such as send offer details via email. This makes it possible to reach the audience in every possible channel.</p>
<b>Additional actions</b>	<p>In addition to the ability to trigger a dispatch in other communication channels, additional actions also allow you to: add a contact to a marketing automation scenario or unsubscribe from a marketing consent.</p>
<b>WhatsApp campaign report</b>	<p>That is, the ability to measure the effectiveness of a campaign conducted in this channel. With the reports, you can check such data as the number of unique contacts to which messages were sent, the number of messages delivered and read, or the number of messages to which a response was received.</p> <p>The data is presented in the form of a table and expanded charts.</p>

<b>Contacts activities history</b>	<p>In iPresso's contact manager, you can check the activities of contacts related to campaigns sent via WhatsApp. You will find such data as: the ID of the sent campaign, information if the message was read, and even the contact's specific response to the message. You can then use all the information in segmentation or further marketing automation campaigns.</p>
<b>Types of messages</b>	<p>WhatsApp, unlike SMS messaging, provides many more interesting options for presenting content. Among other things, you can use graphics, video and interactive lists, which makes communication more engaging and interesting for the recipient.</p>
<b>WhatsApp studio - creating campaigns</b>	<p>iPresso's solution for creating a WhatsApp campaign. Here you create a conversation tree with recipients and all possible responses. Here you will configure the campaign settings, check the preview of the message (exactly how it will look in the application) and test it.</p>
<b>Personalization</b>	<p>Full personalization of messages based on contact attributes is available in WhatsApp campaigns. You can use standard attributes such as first name, last name, city or create new attributes by yourself.</p>

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<b>Send now or schedule</b>	You can send a WhatsApp campaign as soon as you set it up, or schedule it over time. This applies to campaigns targeting specific audience segments.
<b>WhatsApp campaigns in other iPresso mechanisms</b>	You can use WhatsApp campaigns as one of the communication channels in marketing automation scenarios and abandonment recovery.

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## 9. Real-Time Marketing

<b>Multi-channel communication triggered in real- or near real-time (depending on the communication channel)</b>	Trigger communication on the website in many forms (e.g. top-layer, box, pop-up, etc.), send e-mail, SMS, push notification to mobile app.
<b>Creation editor (e.g. top-layers) in iPresso Studio</b>	A complex creation editor allows building elements such as pop-ups. Possibility to edit the HTML code, appearance settings, size, distance, display time, and test the display on selected pages.
<b>Create custom elements and dynamically customized content on the WWW</b>	Ability to insert and change WWW elements through the use of JavaScript.
<b>Triggering messages in response to behavior on the website (in the form of e.g. pop-ups, top-layers)</b>	Defining custom behavior sequences (e.g. openings of particular subpages), on which an automatic action will be taken.
<b>Trigger messages for anonymous www users</b>	Messages on the site can be displayed based on the behavior of anonymous users not identified in the contact database.
<b>Real-time reaction to the behavior of monitored contacts based on their attributes</b>	Use of attributes (e.g., gender, category, tags, location, etc.) in message display criteria on which to condition the triggered message.



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**Integration of RTM activities with KPI reports**

Create KPIs based on data collected from contact activity in response to RTM communications.

## 10. Pop-ups

<b>Ready-to-use templates</b>	iPresso has ready-made pop-up templates with the most popular themes: newsletter sign-up, webinar sign-up, e-book download. Each creation has plenty of customization options.
<b>Personalized pop-ups</b>	With the user data collected by iPresso, personalized communications can be created so that a specific user sees content tailored to their interests on a pop-up.
<b>Advantages of pop ups</b>	Well-constructed pop-ups can acquire new, valuable leads, increase sales through cross- and up-sell processes, and rescue abandoned e-commerce shopping carts.
<b>Multiple configuration options</b>	The ability to choose where and when the pop-up will show up (e.g., after scrolling % of the page, when trying to close the browser window) and the ability to set the appropriate capping so that the pop-up does not show up to the customer too often.

## 11. Feed Manager

<b>Creating feeds from different sources</b>	Create your own feeds directly in iPresso, download data from files (CSV, XML) and automatically import from resources, external servers, etc.
<b>Automatic data capture and updating</b>	Settings to automatically refresh feeds from external sources.
<b>Creating multiple sets from a single feed</b>	Create many different data sets from a single feed for different applications or recipient groups.
<b>Filtering and sorting</b>	Filter the feed data in data sets to appropriately select elements for, for example, product recommendations.
<b>Use in communication channels</b>	Use in content personalization in e-mails, SMS, web pushes.

## 12. Recommendation frames

<b>Integration and data automation</b>	iPresso is a Customer Data Platform (CDP). It collects customer data in the form of attributes and activities. This information can be used for personalized, multi-channel and automated communications.
<b>Editable templates for recommendation frames</b>	A simple, intuitive wizard for recommendation frames allows you to customize them to your preferences, such as in line with your company's CI.
<b>Cooperation with Feed Manager</b>	Recommendation frames allow you to make even better use of Feed Manager's potential. You gain a broader context of the presented products, tailored to what the viewer wants to see at the moment.
<b>Benefits of recommendation frames</b>	Increase conversions and sales. Wider presentation of the offer of, for example, an online store. Reacting in real time to customer activity. Recovering abandoned shopping carts.

## 13. GeoPoints

<b>Precise communication with customers in your area</b>	<p>For example, you can send an SMS for contacts who live near your store. Information about the promotion will immediately reach people who can immediately take advantage of it.</p>
<b>Personalized marketing campaigns</b>	<p>Create offers perfectly tailored to your customers' needs. Assigning a contact to a specific selling point makes communication more personal and effective.</p>
<b>Automation of communication</b>	<p>Automatic inclusion of contact information in messages. Information about the nearest outlet, its opening hours or available facilities will appear automatically, increasing convenience and customer satisfaction.</p>
<b>Ideal target group</b>	<p>Mark the area you are interested in on the map. This will determine exactly who your messages will go to. You eliminate accidental contacts and increase the effectiveness of your campaign.</p>

## 14. iPresso Satellite

<b>Parameter retrieval from external sources</b>	Select data sources on the basis of which the system is to react. The sources are available as ready-made integrations in iPresso. Possibility to integrate them and add your own parameters.
<b>Adding internal parameters</b>	Add parameters based on calculations on data from the system.
<b>Integrated data sources for parameters</b>	Available, accessible data sources (e.g., weather forecasts).
<b>Triggering Marketing Automation scenarios</b>	Automatically run Marketing Automation scenarios based on meeting criteria: parameters from external and internal sources.
<b>Passing custom parameters and data sources</b>	Indicating parameters on the basis of recalculation of data collected in the system, e.g. about the count of a given segment.
<b>Setting criteria in combination with parameters</b>	Trigger scenarios based on additional criteria except the conditional parameters.

## 15. Google Ads

<b>Ad personalization</b>	Personalization of target groups for Google Ads campaigns based on user activity and behavior data collected by iPresso.
<b>Transmission of prepared segments</b>	Sending segments created based on user data from iPresso to the Google Ads panel.
<b>Effective ads</b>	Reaching specific, interest-defined users increases the effectiveness of ad campaigns and avoids burning through budgets in Google Ads.
<b>Easy integration</b>	Integration of the iPresso platform with Google Ads panel is simple and fast - just a few clicks.

## 16. Scoring

<b>Different types of scoring</b>	In iPresso, you can assign scoring to contacts from the database on a demographic basis (e.g., age, gender, location) and a behavioral basis, assigning a defined number of points for specific behaviors, such as purchasing a product or downloading a PDF from the site.
<b>Freedom of configuration</b>	In iPresso, you can implement your own individually configured scoring plans and rules, such as global scoring after each email opening or for passing the next user stage in the Customer Journey.



## 17. Reporting and analytics

<b>Configurable demographic dashboards</b>	Self-configurable dashboards with data based on features.
<b>Configurable funnel reports</b>	Create individual funnels based on segments presented graphically with a history of changes on a chart.
<b>Configurable KPI dashboards</b>	With iPresso you can create your unique KPIs consisting of data collected in iPresso, which can be settled in relevant periods. iPresso automatically generates reports using graphical elements to make the overview (based on KPIs) clear and fast. You can create multiple reports and grant access to selected users.
<b>Customized management dashboards</b>	Create customized management dashboards configured for a specific company/brand.
<b>Integration with data from Google Analytics</b>	Download data from an integrated GA account into iPresso. This allows you to use GA data in reports configured in iPresso to create your own unique KPIs.
<b>Data export</b>	Data from reports can be exported in many formats including CSV/excel, PDF, PNG.

## 18. RFM Reports

<b>Contact classification</b>	Classification of customers according to the amounts spent on purchases and the frequency of purchases.
<b>Shipping of ready-made segments</b>	From each customer group in the RFM report, you can create a segment and use it for personalized communication, e.g. with users who have not bought anything for a long time.
<b>Targeted campaigns</b>	With monetary value analysis, you can focus on your highest-value customers, thereby increasing the effectiveness of your campaigns and earning more.
<b>Lower customer acquisition costs</b>	You can focus on attracting new customers, especially those who have the potential to become loyal. You don't have to spread yourself into segments with less potential.

## 19. eCommerce dashboard

<b>eCommerce integration</b>	Functionality available to customers using eCommerce integration. Based on the purchases of your contacts, it allows you to calculate and present changes over time in various eCommerce-related measures on a daily basis.
<b>Current data</b>	All reported metrics are recalculated daily as long as the functionality is running and any eCommerce integration is enabled in the customer account.
<b>Reported measures</b>	<p>CLV (Customer Lifetime Value) - total customer value (average capital that one customer brings).</p> <p>AOV (Average Order Value) - average order value.</p> <p>RPR (Repeated Purchase Rate) - repeat purchase rate (percentage of customers who made at least two purchases within one year).</p> <p>ACL (Average Customer Lifetime) - the average number of days during which a contact remains an active customer.</p>

## 20. Campaign planner

<b>Effective campaign organization</b>	<p>A tool that allows you to effectively organize and plan marketing activities conducted through multiple communication channels. Comprehensive management of marketing campaigns, while ensuring consistency of message and efficiency of activities. All these channels can be effectively coordinated and integrated within a single platform, allowing consistent and effective marketing activities.</p>
<b>Personalization</b>	<p>Advanced message personalization features to better tailor communications to the needs and preferences of different segments of the target audience. By collecting and analyzing customer data, users can create more personalized campaigns that generate higher engagement and conversion rates.</p>
<b>Reporting</b>	<p>Ability to continuously monitor and analyze the results of marketing activities. Thanks to built-in analytical tools, users can track the effectiveness of individual campaigns, identify trends and react quickly to changes in the market. This allows for continuous optimization of activities and maximization of marketing ROI.</p>

## 21. Forms editor

<b>Drag&amp;Drop editor</b>	Create forms using an easy-to-use Drag&Drop editor.
<b>Contact identification</b>	Recognizing monitored contacts who have already completed the form.
<b>Thank you page</b>	Set custom, action-adjusted information to be displayed when the form is completed and reloaded.
<b>Progressive forms</b>	Display fields that have not yet been filled in and complete the contact's information or skip fields where the contact has already completed content.
<b>Integration with websites</b>	All you have to do is paste a piece of code in the place where the form should show up and it's done. Everything else is on the iPresso side.
<b>Automation of adding contacts</b>	Filling in the form created in iPresso by the website user automatically adds a new contact to the database or updates an existing one.

<b>Create custom fields</b>	You can create descriptive fields, checkboxes, and other ready-to-use, as well as self-defined fields in forms.
<b>Visual Drag&amp;Drop Editor</b>	Decide on the number, order and content of each field. You can modify the appearance of the form to fit visually with your site. You'll also design the page that shows up when the form is filled out. This is a no-code solution - you don't need to have specialized knowledge of HTML code.
<b>Personalisation</b>	In addition to setting fields and colors, you can personalize your form however you want: enable the ability to add files and upload your own graphics, enter custom validations and messages.
<b>Immediate communication</b>	You no longer need to create separate Marketing Automation scenarios - now you can schedule automatic communication with fillers via SMS and email in the form settings themselves.
<b>Responsiveness and security</b>	More and more users are accessing our websites from mobile devices - the new forms are always responsive and effectively protect against spam with Google reCaptcha.
<b>Adding custom CSS styles</b>	Add your own style reflected in: appearance of fields, labels,

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	descriptions, distances and the whole layout to the forms.
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## 22. Data collector

<b>Indication of data to be downloaded</b>	Possibility to choose the following events: after clicking on the selected element, while changing the value of a form field, while saving the form, after a specified time from page load.
<b>Determining whose data to collect</b>	Option to retrieve data for all contacts, only anonymous contacts, or only monitored contacts.
<b>No IT involvement or interference with site code</b>	Ability to collect data without IT involvement. All you need is a monitoring code posted on the site.
<b>Processing data "on the fly" - indicating actions to be performed</b>	Select the action to be triggered, e.g., save an activity, save an action, update attributes, save a contact, save data to browser memory, collect a web push token.



## 23. GDPR Manager

<b>Add and edit multiple consents for different purposes</b>	Manage multiple consents for different purposes. Support for multiple languages.
<b>GDPR/RODO compliance</b>	Processes to ensure that procedures required by the regulations of the General Data Protection Regulation are implemented.
<b>Sign-out statistics</b>	Register and view enrollment and sign-out statistics for each consent.
<b>History of consent changes</b>	Reviewing who, when, and how modified the content of consent (e.g., the content of the personal data processing clause on the contact form).
<b>Custom profile pages</b>	Create end-user pages with shared information about the scope of data processing with edit and delete capabilities.
<b>Customized sign-out pages</b>	Create custom pages through which users can withdraw consent to receive messages. HTML editor is available as well as option to upload attachments with CSS styles and JavaScript functions. Ability to split the sign-out process into 2 stages: verification and confirmation.

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<b>Automated sign-in and sign-out process</b>	The sign-out process is recorded in the context of each individual contact in the database with information about when consent was marked and its content.
<b>Consent events recorded in each contact's history in the database</b>	Consent information located on the contact timeline.
<b>Integration with iPresso forms</b>	Automatically add mechanisms of consent recording to the forms prepared with iPresso.

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## 24. Loyalty programs

<b>Loyalty points</b>	In iPresso, you can run loyalty programs that award points.
<b>Multiple programs</b>	Create and run multiple loyalty programs simultaneously.
<b>Points for activities and characteristics</b>	Awarding points for any defined contact activity, also integrated with other systems and applications (e.g. cash register).
<b>Couponing module</b>	Comprehensive couponing module for loyalty program management with unique code generation, web store integration, printout generation, end customer program page, template management and many other features to enrich the loyalty program and increase its effectiveness.

## 25. Landing Pages

<b>WYSIWIG editor</b>	A visual editor for creating pages.
<b>Editing HTML code</b>	Ability to interfere with existing code, as well as paste your own into an existing LP (landing page) project using a simple editor.
<b>Automatic encoding</b>	Automatic addition of tracking codes and link tracking.
<b>Connecting to your own domains</b>	Publishing pages under their own URLs.
<b>Custom CSS files</b>	Adding custom style sheets.
<b>Adding pre-made forms</b>	Adding forms prepared in iPresso.

## 26. Online surveys

<b>Web survey editor</b>	Intuitive survey wizard without the need to create code.
<b>Anonymous surveys</b>	Ability to conduct surveys without registration or identification.
<b>Reporting of results</b>	Reporting results of responses to individual questions. For non-anonymous surveys, review the responses of individual respondents.
<b>Several field types for questions and answers</b>	A selection of possible fields e.g. single choice, multiple choice, open-ended questions.
<b>Setting your own appearance</b>	You can set your own headlines (including graphics) and descriptions to introduce surveys.
<b>Conduct multiple surveys/surveys simultaneously on different target groups</b>	You can launch and run multiple surveys at the same time.

## 27. NPS Surveys

<b>Domain</b>	Users can use the default domain, as well as adding their own (depending on the purpose) - where recipients will see the survey. Surveys for different campaigns may have different domains.
<b>Tags</b>	When creating NPS surveys the user can assign specific tags to them. These tags can be used to mark products, services, refer to specific attributes of segmented groups of recipients or describe specific assumptions of a survey.
<b>API keys</b>	Once an NPS survey is completed, the API key used in its creation can be used again.
<b>Additional survey questions</b>	Additional descriptive questions can be added to the standard survey questions (not necessary at the time of survey creation), that will be displayed once the respondent chooses specific value between 0 - 10.
<b>Data collecting</b>	The answers provided are kept in individual recipient profiles in the contact database. Responses with a specific value between 0 - 10 can serve

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	as an additional element once creating new, more accurate segments of contacts.
<b>Reports</b>	Reports are displayed as convenient graphs in the user panel (according to specified time intervals), and can also be exported to a .csv file.

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## 28. Theme creator

<b>Tailoring to your audience</b>	The ability to experiment with the look of creatives and customize them for different audiences. The wizard also speeds up the sending of campaigns.
<b>Better campaign statistics</b>	The theme builder allows you to create unique email and pop-up creations that have a better chance of catching the attention of your audience. The wizard is a great complement to other iPresso features, such as automatic scripts or recommendations via Feed Manager.



## 29. Security

<b>Communication</b>	All connections to the iPresso system are encrypted using the TLS protocol.
<b>Payments</b>	Secure payment processing via Stripe operator.
<b>2FA</b>	Ability to trigger authentication with an additional component.
<b>User activity log</b>	Logging of user activity in the dashboard and API.
<b>Modeling roles of access</b>	System access management with setting up access groups with detailed permissions to particular functionalities and modules.
<b>Access management</b>	System access management with creation of access groups and detailed permissions to specific functions and modules.
<b>Conformity to ISO standards</b>	Implemented, certified quality management and information security standards 27001:2013 and 9001:2015.

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<b>SLA</b>	The quality and stability of the services provided for iPresso Enterprise are guaranteed.
<b>Data center</b>	iPresso operates in two independent geographic Tier-3 data centers.
<b>Cyclic security audits</b>	Outsourced security testing.
<b>Dedicated IP addresses</b>	Dedicated IP addresses for messaging.
<b>E-mail security</b>	SPF, DKIM, DMARC mechanisms.

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## 30. For developers

<b>API documentation</b>	The documentation along with code examples in the form of a useful manual on the website.
<b>iPresso applications</b>	iPresso applications and extensions that enhance capabilities with functionality tailored to selected industries or user needs.
<b>Custom extensions</b>	Create custom extensions to iPresso based on the API.
<b>Individual integrations</b>	Custom integrations with other systems and applications.
<b>Native integrations</b>	Integrations ready to use with popular systems and applications. They only require authorization in iPresso.

## 31. Support

<b>Standard online support</b>	Online support - e-mail and livechat by our consultants at your disposal. We support users in the process of boarding in the system and its basic use, navigating in its modules.
<b>Help</b>	Help Center includes video tutorials, user manuals, FAQs, presentations.
<b>Instructional Videos</b>	Instructional videos available online at the Help Center as well as on our YouTube channel. For Enterprise customers in case of individual conditions we prepare specific videos for a particular company and its users.
<b>Webinars</b>	Webinars taking place periodically and individually for selected customers on individual terms within iPresso Enterprise.
<b>Additional support</b>	Individual support by the iPresso team (for the Enterprise customers), which is agreed individually and includes higher support parameters such as shorter response times, custom support scope, dedicated consultants.
<b>iPresso Services</b>	Services for iPresso Enterprise customers related to preparing page

	layouts, custom email templates, integrations, custom reports, etc.
<b>Development support</b>	Developer support for iPresso Enterprise customers in e.g. individual advanced integrations, customization of other applications to iPresso, creation of individual modules, add-ons and applications.
<b>Individual workshops and iPresso Academy webinars</b>	On-line training and workshops of iPresso Academy conducted individually for closed groups, e.g. for employees of a specific company.
<b>iPresso Academy workshops at customer site</b>	Training and workshops conducted at the Customer's location. The scope of workshops often includes the analysis of Customer's specific business cases.
<b>Eyetracking</b>	Eyetracking tests of creations and templates of websites, e-mails, and other visual content used in actions carried out with iPresso. The aim of the research is to achieve maximum effectiveness and comfort of the message for the recipients.