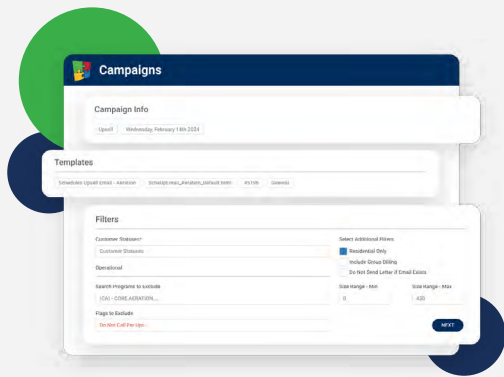




# Automated Marketing Assistant® 2.0

Save Time and Increase \$\$ With Automated Email Marketing Software



Tap into the intelligent marketing solution that turns your customer data into powerful, automated email campaigns. AMA seamlessly integrates with SA5, delivering timely, targeted messages to nurture leads, boost sales and maximize customer value. Say goodbye to manual email campaigns and hello to effortless growth.

## KEY FEATURES

- ✓ 50+ auto-generated emails and letters
- ✓ One-time setup in CAW dashboard
- ✓ Real-time analytics and activity feed in Command Center®
- ✓ Auto-sync with CAW, Service Assistant® and Command Center®
- ✓ Easy custom and customization features
- ✓ Auto-pay, prepay and one-time bill pay links in each email
- ✓ Monitor campaign performance from one easy-touse dashboard



### Automate Emails

- ✓ Set-and-forget, auto-generated email campaigns based on customer actions
- ✓ Trigger emails for pre-pays, upsells, seasonal offers, renewals, condition alerts and more
- ✓ Save time and resources while maintaining consistent communication



### Seamless Integration

- ✓ Sync directly with with Service Assistant 5
- ✓ Import customer data automatically for up-to-date campaigns
- ✓ Access customer information like flag codes, customer status and services rendered to create targeted lists
- ✓ Eliminate manual data entry and reduce errors



### Targeted Messaging

- ✓ Personalize content based on customer history and preferences
- ✓ Segment your audience for more relevant, engaging emails
- ✓ Target prospects with “estimate not sold” status with new services or promotions
- ✓ Increase open rates and conversions with tailored messaging



### Track & Manage

- ✓ Monitor email performance with real-time analytics
- ✓ Generate reports to see what's working and refine your marketing strategy
- ✓ Live map to see where your communications are going in your territories

## 50+ AUTOMATED COMMUNICATIONS TARGETING 5 MAJOR SALES MILESTONES

There's an Automated Marketing Assistant® communication for virtually every sales milestone from the initial welcome, through winning back a canceled customer or winning over a potential customer who rejected an estimate. Choose the milestone(s) you want to start with and keep building your automated communications program from there.

### 1 PROSPECT

- Estimate Not Sold/Rejected Letters and Emails

### 2 NEW SALE

- New Sale Confirmation Letters and Emails with Prepay Options
- Non-Serviceable Email

### 3 ACTIVE

- Before Service Text and Email
- After Service Email
- Conditions Found (Code) Letter
- Payment Reminder Emails
- Credit Care Expiration Notice Email
- Service Renewal Letters and Emails
- CAW Registration Email

### 4 UP SELL

- Service Renewal Confirmation Email/Letter
- Scheduled Email (Newsletter)
- Scheduled Upsell Emails and Postcards

### 5 WIN BACK

- Cancel Letters and Emails
- Live Activity Feed

**Ready to supercharge your growth?** Call [\(800\) 422-7478](tel:8004227478) or visit [realgreen.com](https://realgreen.com) to learn more and see how Automated Marketing Assistant can transform your business. Don't let another growing season pass you by – start cultivating bigger profits now!