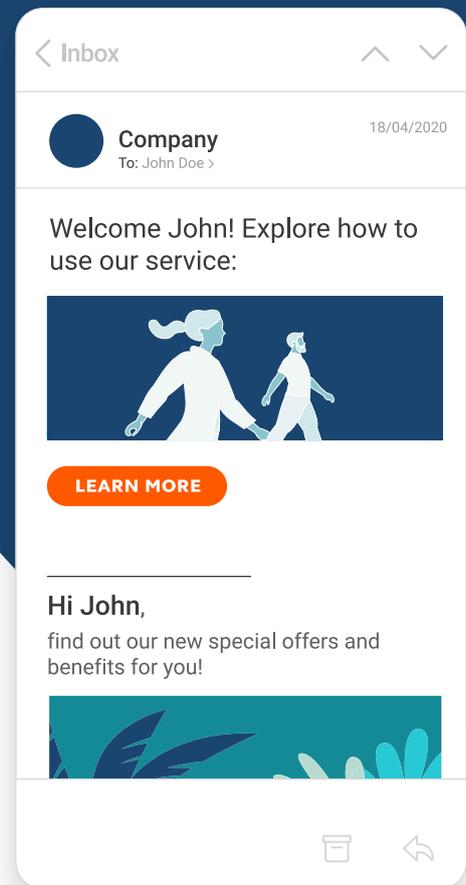




infobip

Moments

Transform Customer Data
into Personalized Messaging
Moments



OMNICHANNEL CUSTOMER ENGAGEMENT PLATFORM

- Deliver contextual personalized messages across multiple channels to build meaningful customer relationships.
- Connect all customer data on one customer engagement platform. Use automation based on behavior to orchestrate communication. Increase conversions, boost loyalty and growth throughout the customer journey.
- Add the human touch to marketing automation to create moments that deliver an enhanced CX.

Right message, right time, right channel

Reach your customers on the channel they prefer through one platform for better end-user experience.

Use multiple channels in one campaign to increase results.

Choose between various channels from our portfolio - SMS, email, mobile app messaging, chat apps and more.

Make it personal

Go beyond using only your customers' "firstName" and personalize content based on their behavior and data in their profiles.

Create messages that are more relevant to the stage of their customer journey.

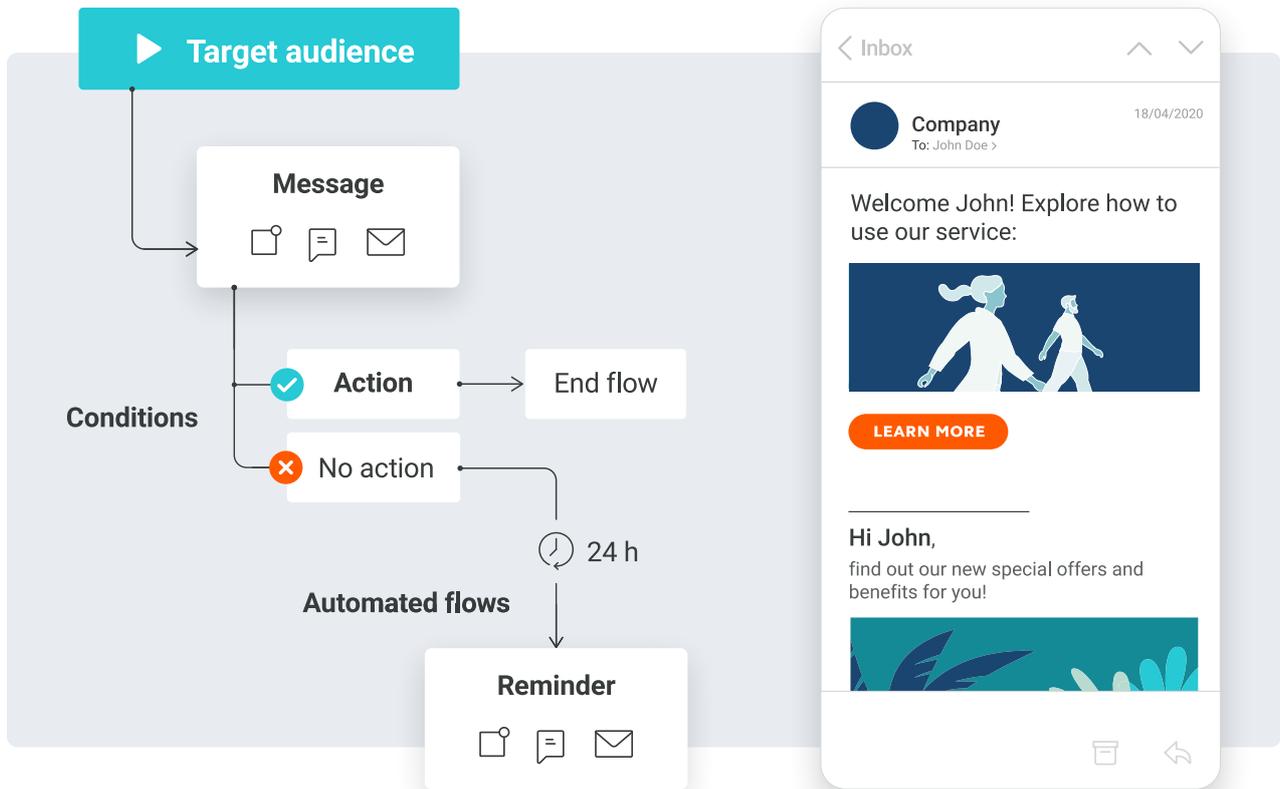
Give added value through personalized offers, notifications and more.

Behavior-based communications

Track customer behavior and respond in real-time.

Set up automated multi-step messaging flows that get triggered by user actions.

Be relevant, be there for your customer in the right moment.



TARGET, ORCHESTRATE AND ANALYZE. ALL IN ONE PLATFORM

- **Better targeting and personalization:** Connect all your customer data on one platform and create personalized, and real-time customer experiences.
- **Multichannel automation:** Build event-triggered communications over multiple channels with our codeless Flow builder.
- **Optimize campaign performance:** Use A/B testing for more efficiency.
- **Track efficiency:** Analyze results, track conversions and communication effectiveness to drive ROI.

Build a 360 degree of customer data



Unify data into one platform via API, Web SDK, Mobile SDK, Integrations



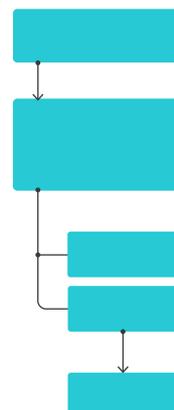
Personalize at scale through segmentation and targeting



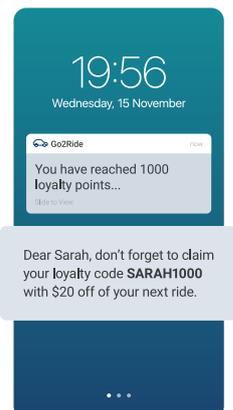
Orchestrate campaigns over multiple channels



Automate digital journeys through codeless UI



Personalized Moments



CREATE RELEVANT COMMUNICATIONS TO COVER ENTIRE CUSTOMER JOURNEY



✓ **Personalized Onboarding** | Create a Welcome Sequence for new customers

✓ **Measure Satisfaction Rate** | Send relevant recommendations or surveys

✓ **Targeted Offers** | Segment and target customers based on behavior

✓ **Lead Nurturing** | Remind customers to complete their purchase, registration, or any other action

✓ **Customer Loyalty** | Add a human touch with Birthday and special occasion messages

✓ **Notifications and Reminders** | Automatically send statements, receipts, order details, or appointment reminders

✓ **Mobile App Engagement** | Drive engagement with push, geotargeting, and in-app notifications

✓ **Re-engaging Inactive Users** | Automatically target and nudge inactive customers to re-engage

The Infobip Advantage



GLOBAL AWARDS 2019

**BEST MESSAGING
INNOVATION - BEST RCS
IMPLEMENTATION 2019**



ROCCO

**BEST A2P SMS VENDOR AS
RATED BY MNO'S 2017, 2018 & 2019
BEST A2P SMS VENDOR AS
RATED BY ENTERPRISES 2019**



**BEST MESSAGING API
BEST MESSAGING INNOVATION-CARRIER SOLUTION
BEST ANTI - FRAUD INNOVATION
BEST SMS / A2P PROVIDER FOR THE EMEA REGION**



LEVEL 1 SERVICE PROVIDER



ISO 9001
ISO 27001
BUREAU VERITAS
Certificatio

GLOBAL REACH AND LOCAL PRESENCE

- ✔ 600+ direct-to-carrier connections
- ✔ Connect with over 7 billion people and things
- ✔ Strong enterprise client base
- ✔ 60+ offices on 6 continents

SCALABLE, FAST AND FLEXIBLE SOLUTIONS

- ✔ Best-in-class delivery rates
- ✔ High speed and reliability
- ✔ Low latency
- ✔ In-house developed platform

REMARKABLE CUSTOMER EXPERIENCE

- ✔ Technical expertise
- ✔ Solutions consultancy
- ✔ Customer success management
- ✔ 24/7 support and network monitoring

OWN INFRASTRUCTURE

- ✔ Locally available services
- ✔ Compliance to local regulations
- ✔ 28 data centers worldwide

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