 **Multimessaging Suite**
makes communication
more effective
by adopting the right
way to engage
any customer

 **SPARKLE**



Value Proposition

Living in the digital era, every company needs to embrace the online habits of its customers, engaging them in a two-way dialogue on the channels where they already spend most of their time: mobile, social, the web, OTT messaging and chatbots.

Growing an online business is not easy: you need to know how and when to communicate and create tailored messages that fit the channels your customers love the most. **Sparkle Multimessaging Suite** combines **Digital Marketing Services and Tools** into a unique solution where the **best-in-class communication technology meets the necessary knowhow to make it profitable.**

Adopting the right way

Sparkle Multimessaging Suite is developed as an “open” platform to provide digital marketing solutions with the following features: measurable multichannel campaigns and communication, automation, content management. The Platform is able to configure:

- Marketing campaigns (SMS, email, WhatsApp, Viber, RCS, chatbot) designed to transform a contact into an actual customer (conversion protocols, instant conversion campaigns, retargeting and remarketing campaigns)
- Inbound campaigns aimed at generating new contacts (lead generation, app download/installation)
- Combined activities and features to increase customer spending and generate engagement

Benefits

Through our platform and expertise, we support companies along the entire value chain from customer acquisition to retention, while streamlining their current communication with customers through Multimessaging Suite:

- **A multichannel solution:** the comprehensive set of channels provided - email, SMS, WhatsApp, Viber, chatbot, voice - can be integrated with any additional ones upon request
- **Data is always aligned:** a centralized customer database with segmentation features drives communications through multiple channels. The platform can be integrated two-way with company databases or any other source
- **Hyper-personalized customer journey:** we provide basic and advanced training so that the customer can use the solution to its full potential
- **Fully managed:** we offer managed service solutions for platform management, campaign management and digital marketing
- **Evolving and scaling:** our approach is based on the continuous testing and optimization of marketing processes. We follow the client company in the design and development of integrations and new solutions (chatbot, web,...)
- **Focused on performances:** our marketing activities are aimed at structurally increasing business metrics in a short time, thus generating revenue, success and sustainable growth

Advantages of Multimessaging Suite



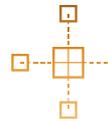
A multichannel marketing platform with carrier-grade delivery

Promotions are sent through several channels. All messages are handled by top-notch networks and systems



Open architecture

Thanks to our api-driven design we can interoperate with systems already in use (CRMs, e-commerce platforms, internal databases...)



Flexibility

Tools and services are configurable around actual needs. Companies can set the intensity of activities needed and activate coverage on one, two or the entire customer lifecycle



Premium monitoring

Companies get periodical automated reports and enriched analysis made by vertical experts of each field

Why Sparkle

- Privacy and security guaranteed thanks to its proprietary Data Centers
- Market leader in SMS A2P solutions with proprietary platforms and transport network
- Direct business relations with the main OTT players
- Sparkle’s Multimessaging Suite differs from all products in the competitor scenario also thanks to a team of experts who follow the client along each stage of its digital path

Discover more on our [website](#)

About Sparkle

Sparkle is a leading global service provider offering a full range of IP, Data, Cloud, Data Center, Mobile Data and Voice solutions designed to meet the ever-changing needs of Enterprises, Internet Service Providers, OTTs, Media & Content Players, Application Service Providers and Fixed and Mobile Operators. With a truly global dimension and a local outlook, Sparkle stays close to its customers to understand their needs and ensure they receive the very best care. Sparkle. The world’s communication platform. Find out more about Sparkle at tisparkle.com