

# The Shortest Path to Success in Digital Communications

Twelve Horses' Messaging Platform  
**MessageMaker™**



*"We rely on Twelve Horses' multi-channel marketing platform, MessageMaker to deliver digital communications to a diverse audience across the globe."*

**Stan Ko**  
**eMarketing Manager**  
**Deloitte**

## MessageMaker™

*Do you want to turn leads into prospects? Prospects into customers? And customers into loyal advocates? Twelve Horses' signature messaging platform, MessageMaker™, is the shortest path to success.*

MessageMaker helps design, deliver, analyze and automate digital communications - including email, web, mobile, voice and fax messaging - all from a single, web-based platform. This multichannel application is fast to deploy, delivers immediate results and requires minimal upfront investment.

MessageMaker is a flexible program that can easily be adapted or scaled to meet a company's digital communication needs. It is a robust campaign management platform with full personalization, segmentation and dynamic content capabilities. Twelve Horses complements MessageMaker with a team of award-winning professionals in strategy, design, and development to guide businesses down the path of success in multi-channel communications.



*T.J. Crawford, Director of Strategic Services & Product Development*





## MessageMaker™ Overview

- Branded, personalized 1:1 communications
- List segmentation based on preferences, interests, and scenarios
- Trigger-based messaging for instant and relevant dialogs
- A/B campaign testing
- Real-time, automated responses to inquiries
- Dynamic reporting and analysis
- Executive-style PDF reports
- Subscription management
- Notification of email and text message receipt
- Feedback forms and custom surveys
- Subscription management
- Collateral management - "Virtual Literature Rack"

## Marketing

Marketing professionals use MessageMaker to engage prospects and customers in highly relevant dialogs that lead to new sales and expanded relationships.

MessageMaker interfaces with Customer Relationship Management (CRM) systems, websites and databases to provide lifecycle messaging with automated, continuous, interactive and highly personalized dialogs across all communication channels. Manage relationships and start new ones with personalized, cost-effective marketing messages that are timely and relevant.

## Sales

MessageMaker gives Sales the ability to easily and inexpensively get their message to a large group, then quickly hone in on a tighter group of prospects. Sales can use MessageMaker to organize all sales correspondence, collateral and customer messages in an easy-to-use catalog that sales representatives and channel partners can conveniently access.

Even more powerful, sales can deliver automated alerts and notifications via email or text messaging when prospects open an email, download information from the website, or read a digital attachment. With automated alerts, sales can improve customer acquisition programs, create a strategic selling advantage over the competition and develop a sales opportunity almost overnight.





*“Twelve Horses provides Aspect Software with integrated solutions designed to streamline customer communications. What started as a relationship based on email marketing, has evolved over the years into a strategic partnership with Twelve Horses acting as our full online service provider.”*

**Michael Sheridan**  
**VP Marketing**  
**Aspect Software**

## Customer Service

It is imperative to maintain smooth communication channels in order to uphold customer satisfaction and company reputation. In return, relationships are improved and more satisfied clients, employees, and investors are retained.

MessageMaker dramatically improves customer service by allowing businesses to track customer likes and dislikes, quickly address common questions and customer issues with automated responses, and streamline training, education and support. The ability to quickly address common questions and customer issues further cultivates relationships and enhances a brand’s reputation.

## Business Process

MessageMaker solves every day business process issues and streamlines important internal communication such as communicating a change in healthcare benefits, payroll updates and registration of expense reports. There are many other uses such as debt collection, human resource functions and data gathering. Overall, business process automation can reduce operating expenses, as well as improve company communication and organizational channels.

MessageMaker gives businesses insight into their contacts’ needs and interests to improve communication. Drive revenue, reduce cost and improve efficiency by automating continuous, interactive and highly personalized communications across multiple channels throughout the lifecycle of customer relationships.





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## About Twelve Horses

Twelve Horses is a global provider of Web site design and development, multi-channel marketing, business process automation, customer relationship management (CRM), search engine optimization and search engine marketing. Operating as a full-service marketing agency, Twelve Horses assists businesses in translating and transforming their brands online.

