Hello Aafrin,

I wanted to take a moment to express my heartfelt appreciation for choosing to return to Aritic after all these years.

We are truly honoured and delighted to have the opportunity to serve you once again. We greatly value your trust and confidence in our products & services. We want you to know that we have taken your return as a reaffirmation of our commitment to delivering exceptional quality and customer service

It was a pleasure to connecting you with you over the meeting. As we had a discussion we have captured all pointers our team will structure the demo accordingly.

Some of the points which we had captured with respect to demo walkthrough to the team:

1. Capability of audience segregation creation on the basis

a. Identified and Anonymous data

b. Segregation of audience for their preferred and identified channels

c. Segregation on the demographic data

d. Segregation on the behaviours - Which includes their visiting patterns, their purchase or membership history and many more other attributes specific to business

e. Segregation for Cross-Sell and Up-Sell targeting on complimentary and recommended products

2. Capability of Multichannel Communication - Aritic supports almost every channel available for communication to identified and Non-Identified audiences.

a. Communication for Identified Audiences:

i. Email

ii. WhatsApp

iii. SMS

iv. Telegram

v. Messenger

vi. Calls- IVR

vii. Ads Audience Sync

b. Communication for Non-Identified Audience

i. On-Page Engagement using Smart PopUp

ii. Web Push Notification

iii. Mobile Push Notification

iv. In-App Notification

v. Ads Pixel triggering

3. Capability of Automation and Orchestration across the multiple channels and Audiences. There are two types automation synchronization -

a. For Segmented Audience

b. For Real-time behaviour based automation and orchestration of communication and content delivery

If you have any specific requirements or preferences regarding the demo format or topics to be covered, please feel free to share them with us.

Once again, thank you for your time we are thrilled to have the opportunity to serve you, and we look forward to building a lasting and mutually beneficial relationship with you once more.

Warm Regards