

MasterBase® Business Engine



MB3 Email Marketing



**Personalized communication at scale,
with measurable results**



Communications management powered by automation



Reliability

Enables continuous communication with customers through automated messages managed from a central platform.



Control

Enables the definition and management of audiences, segmentation, and results using structured data and clear metrics.



Capacity

Enables expanded communication through large-scale, personalized, and automated mass mailings.

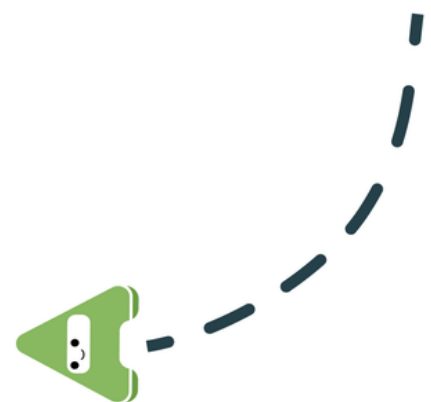


When communications cannot be managed, impact is lost

In environments where communication with customers is done manually or without segmentation, messages are sent without control or personalization, which reduces their effectiveness.

This prevents the creation of consistent customer relationships, the measurement of results, and the scaling of communication, and reduces the chances of conversion and retention.

The result is low campaign effectiveness, lost business opportunities, and an inconsistent customer experience.



What is MB3 Email Marketing

MasterBase® MB3 Email Marketing is a product that enables organizations to acquire, manage, and activate contact databases to execute email communications—whether mass or 1-to-1 segmented.

It enables organizations to create data- and behavior-driven campaigns and automations, managing the contact database in an organized and governed manner to execute communications effectively and at scale.

MasterBase® MB3 Email Marketing enables organizations to execute email communications effectively and at scale, ensuring that each message reaches the right recipient based on data and behavior.

This improves deliverability, personalization, and the ability to generate measurable results, transforming generic mass mailings into targeted, governable communications.

Key Benefits

- **Effective communication** through mass and personalized mailings
- **Campaign automation and tracking**, without manual intervention
- **Scalable personalization** through advanced audience segmentation
- **Agile creation of professional messages** using the AI-powered
- **Smart Editor**, with no coding required
- **Clear measurement**, using metrics for opens, clicks, and interactions
- **Scalability of communications**, without increasing the operational load





Some use cases

Marketing — Campaigns — Sending newsletters and mass promotions

Sales — Sales — Automated 1-on-1 follow-ups with customers

Business — Marketing — Quick creation of professional campaigns using **SmartEditor**

Customer Experience — Loyalty — Automation of lifecycle communications

E-commerce — Retention — Reactivation of inactive customers

Some functional areas

Marketing — Campaign management and execution
Sales — Follow-up and sales communication

Customer Experience — Ongoing customer relationships

Data / CRM — Contact management and segmentation



MasterBase® MB3 Email Marketing enables customer communication to transition from manual and generic mailings to automated, personalized, and scalable execution, while also incorporating capabilities for the agile creation of professional messages via SmartEditor.

Features

- AI-powered SmartEditor for creating professional messages without coding
- Advanced management and segmentation of contact databases
- Mass, segmented, and personalized mailings
- Automation of campaigns and communication flows
- Metrics for opens, clicks, and engagement
- Configurable and reusable templates
- Dynamic personalization based on data and behavior
- Centralized management of campaigns and communications

Contact a sales representative
masterbase.com



MasterBase®

About Us

MasterBase® OÜ is an automation company that executes processes, ranging from individual tasks to essential systems that support your organization.

Through intelligent automation systems, we transform business operations, moving from optimizing tasks to expanding execution capacity. Our systems automate entire processes, operating continuously, under control, and reliably, enabling scalability without relying on human effort.

We develop our own robots and use them in our own operations.



Learn more about our products at masterbase.com

Presence and History

MasterBase® has over two decades of experience supporting thousands of companies across various sectors—banking, healthcare, insurance, retail, international organizations, and more.

With an international presence in Europe and the Americas and headquarters in Estonia, a member of the European Union and a global leader in digital innovation and e-government.

With billions of automated process executions, we deliver large-scale critical operations with continuity, efficiency, security, and high availability.