



MB3 Email Marketing



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



Communication management
powered by Automation



Reliability

Ensures communication is always timely and scalable, through automated sending and management from a central platform.



Control

Enables you to define and manage audiences, segments, and messages, using structured data and clear measurement.



Scalability

Enables you to expand communication with massive, personalized, and automated sending, at scale.



When communications can't be managed, impact is lost



In environments where customer communication is done manually or without segmentation, messages are sent without control or personalization, reducing their effectiveness.



This prevents building consistent relationships with customers, measuring results, and scaling communication, and reduces the chances of conversion and retention.



As a result, campaign effectiveness is low, business opportunities are lost, and the customer experience is inconsistent.



What is MB3 Email Marketing

MasterBase® MB3 Email Marketing is a product that enables you to obtain, manage, and activate contact databases to execute email communications, mass sends, segmented 1-to-1 messaging.

It allows organizations to create data- and behavior-based campaigns and automations, managing contact databases in an organized and governed way to deliver effective and scalable communications.



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

This improves deliverability, personalization, and the ability to generate results, transforming mass and generic sends into targeted and governed communications.

Key Benefits



- **Effective communication**, through mass and personalized sends



- **Campaign and workflow automation**, with no manual intervention



- **Personalization at scale**, through advanced audience segmentation



- **Easy creation of professional messages**, with AI-powered **SmartEditor** and no coding required



- **Clear measurement**, with open rates, clicks, and interaction metrics



- **Scalability of communications**, without increasing operational workload





Some use cases



Marketing — Campaigns —

Send newsletters and mass promotions



Sales — Commercial —

Automated 1-to-1 follow-up with customers



Enterprises — Marketing —

Quick creation of professional campaigns with **SmartEditor**



Customer Experience —

Loyalty — Automation of lifecycle communications



Ecommerce — Retention —

Reactivation of inactive customers



Some functional areas



Marketing —

Campaign management and execution



Sales —

Segmentation and commercial communication



Customer Experience —

Ongoing customer relationships



Data / CRM —

Contact management and segmentation



What is MB3 Email Marketing

MasterBase® MB3 Email Marketing is a product that enables you to obtain, manage, and activate contact databases to execute email communications, mass sends, segmented 1-to-1 messaging.

It allows organizations to create data- and behavior-based campaigns and automations, managing contact databases in an organized and governed way to deliver effective and scalable communications.



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

This improves deliverability, personalization, and the ability to generate results, transforming mass and generic sends into targeted and governed communications.

Key Benefits



- **Effective communication**, through mass and personalized sends



- **Campaign and workflow automation**, with no manual intervention



- **Personalization at scale**, through advanced audience segmentation



- **Easy creation of professional messages**, with AI-powered **SmartEditor** and no coding required



- **Clear measurement**, with open rates, clicks, and interaction metrics



- **Scalability of communications**, without increasing operational workload



Request a personalized quote

masterbase.com



Who We Are

MasterBase® OU is an automation factory that runs processes, from individual tasks to essential systems that support your organization.

Through intelligent Automatis, we transform business operations, optimizing tasks to expand execution capacity. Our systems automate complete processes, operate continuously, under control and with reliability, enabling you to scale without depending on human effort.

We develop our Automat i's and use them for our own operations.



Conoce más de nuestra producción en masterbase.com

Presence and Journey

MasterBase® has more than two decades of experience supporting thousands of companies in a variety of sectors — banking, healthcare, insurance, retail, international organizations, and many others.

With an international presence in Europe and America and headquarters in Estonia, a member of the European Union, we are a global benchmark in digital innovation and e-government.

With thousands of millions of executions of automated processes, we provide mission-critical operations at a large scale with continuity, efficiency, security, and high availability.