

MB3 Email Marketing

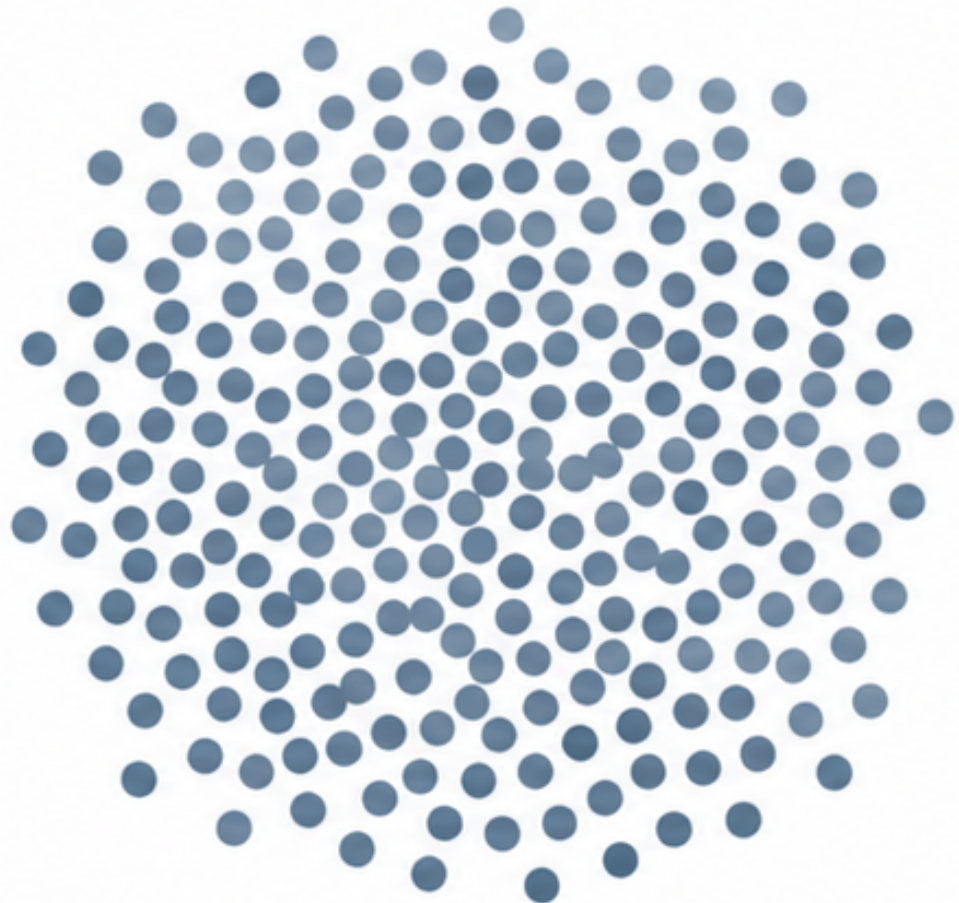
Personalized communication
at scale, based on data with
measurable results.



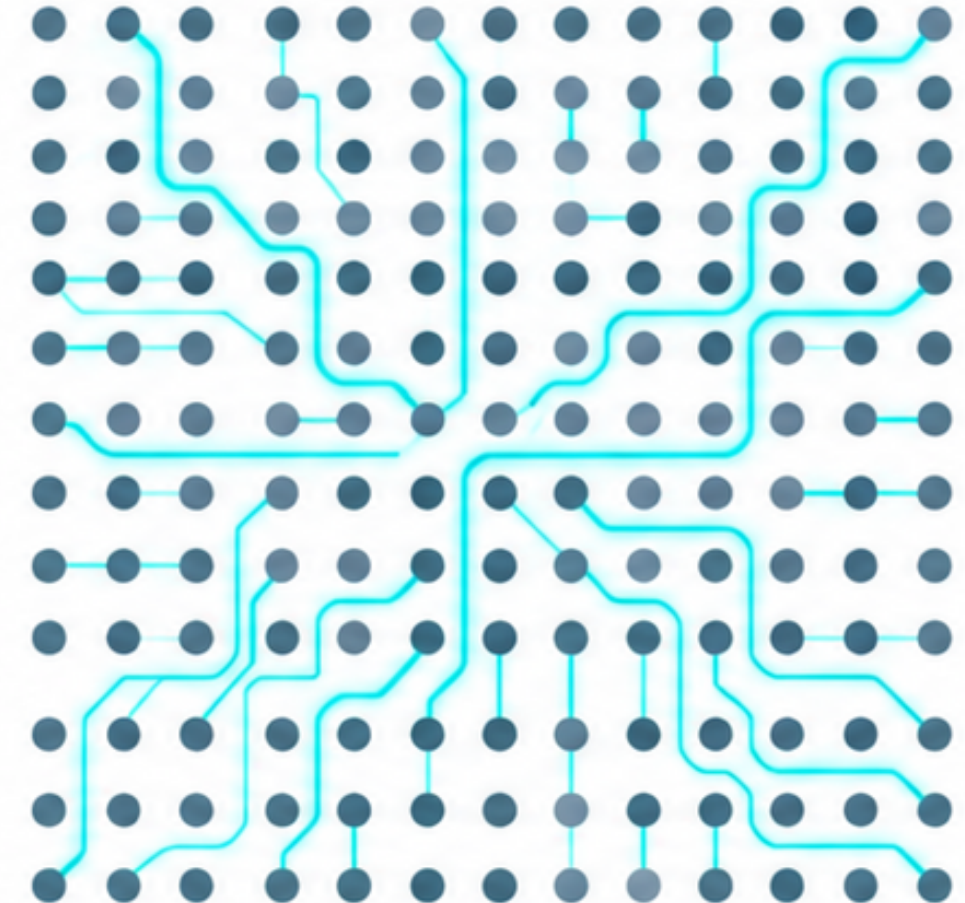
Having a database does not mean having a relationship

You can have thousands of contacts and still send generic and isolated communications.
A database only creates value when the data enables you to build a relevant and continuous communication.

Database

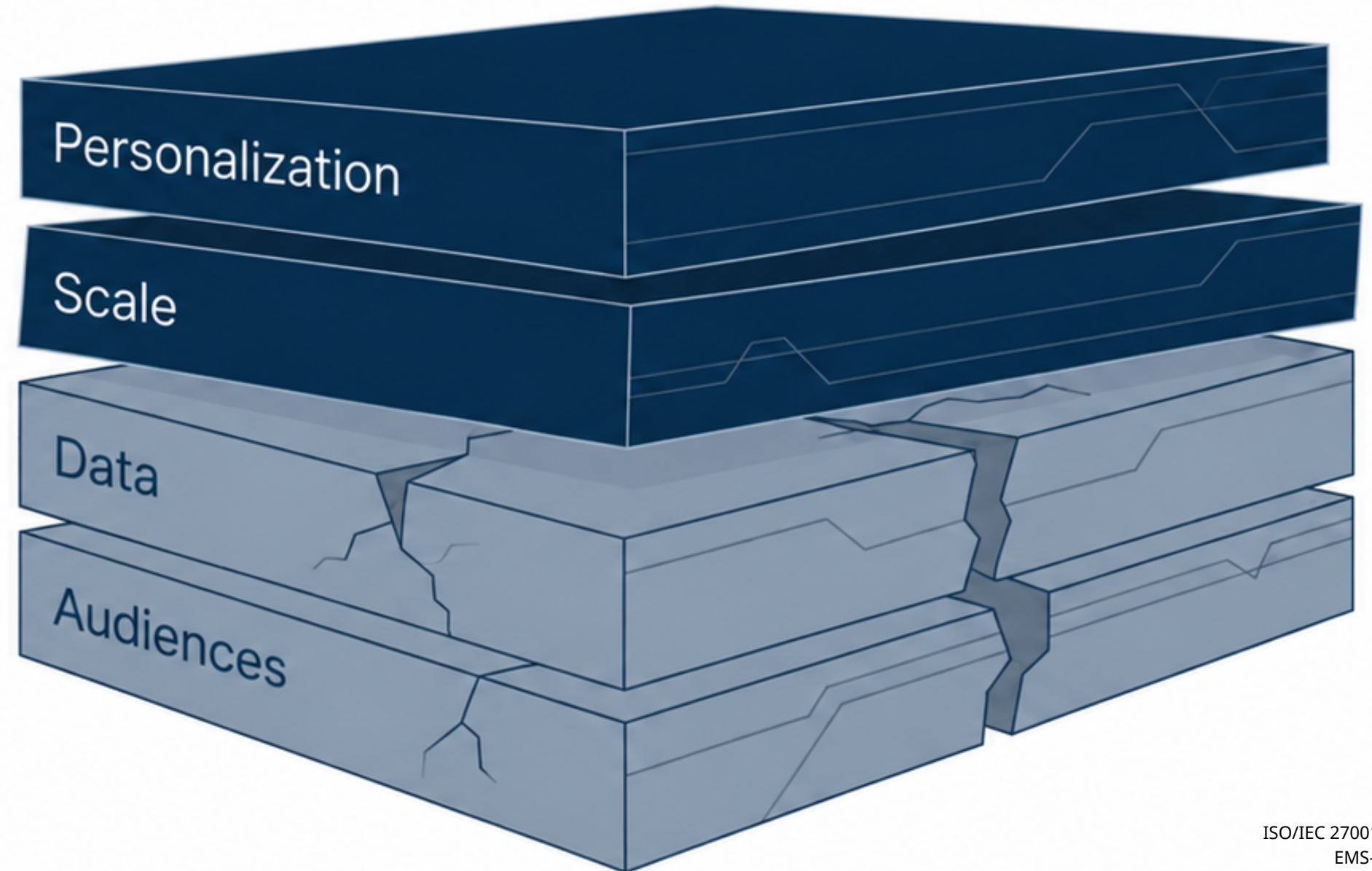


Continuous relationship



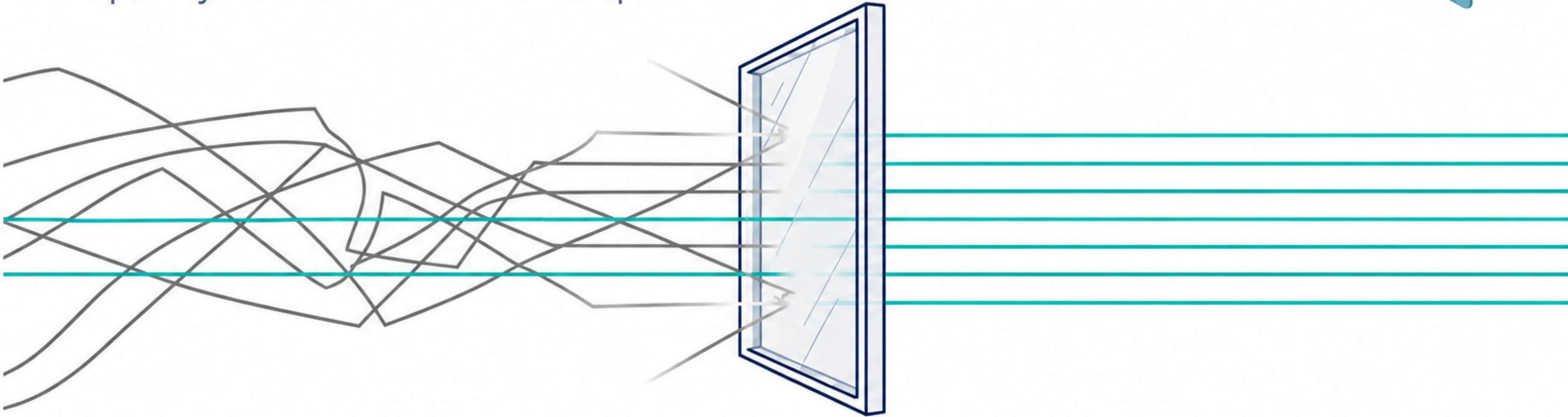
When communication is not managed, it loses relevance and the ability to scale

Without a structured management of data and audiences, it becomes impossible to personalize messages and sustain consistent communications as the sending volume grows.



It all starts with a permission-based list.

Operational capability requires contacts that have explicitly authorized a relationship.



● Addition or
import of contacts

● Managed origin
and permission

● Database management
and applicable policies



**It's not about sending more.
It's about communicating better.**

? Who ?
? What ?
? When ?

Data enables three key decisions.
In this way, a single database becomes
multiple audiences with relevant messages
for their context.



MB3 Email Marketing turns email into a continuous communication operation

It enables you to **obtain, manage, and activate contact databases** to execute mass, segmented, or 1-to-1 personalized campaigns, with data- and behavior-based automations.



MB3 Email Marketing turns contacts into audiences and audiences into active communications

It has three capabilities to activate communications from data:



Obtain

Add and maintain contacts and their data.



Manage

Organize and segment audiences with information and behavior.



Activate

Execute mass, segmented, or 1-to-1 personalized communications, with automations.





Obtain:

builds and maintains a contact database ready to communicate

MB3 Email Marketing allows you to add, consult and organize contacts and their data, making it easier to manage an updated and usable database for future communications.

Key features:



Contacts



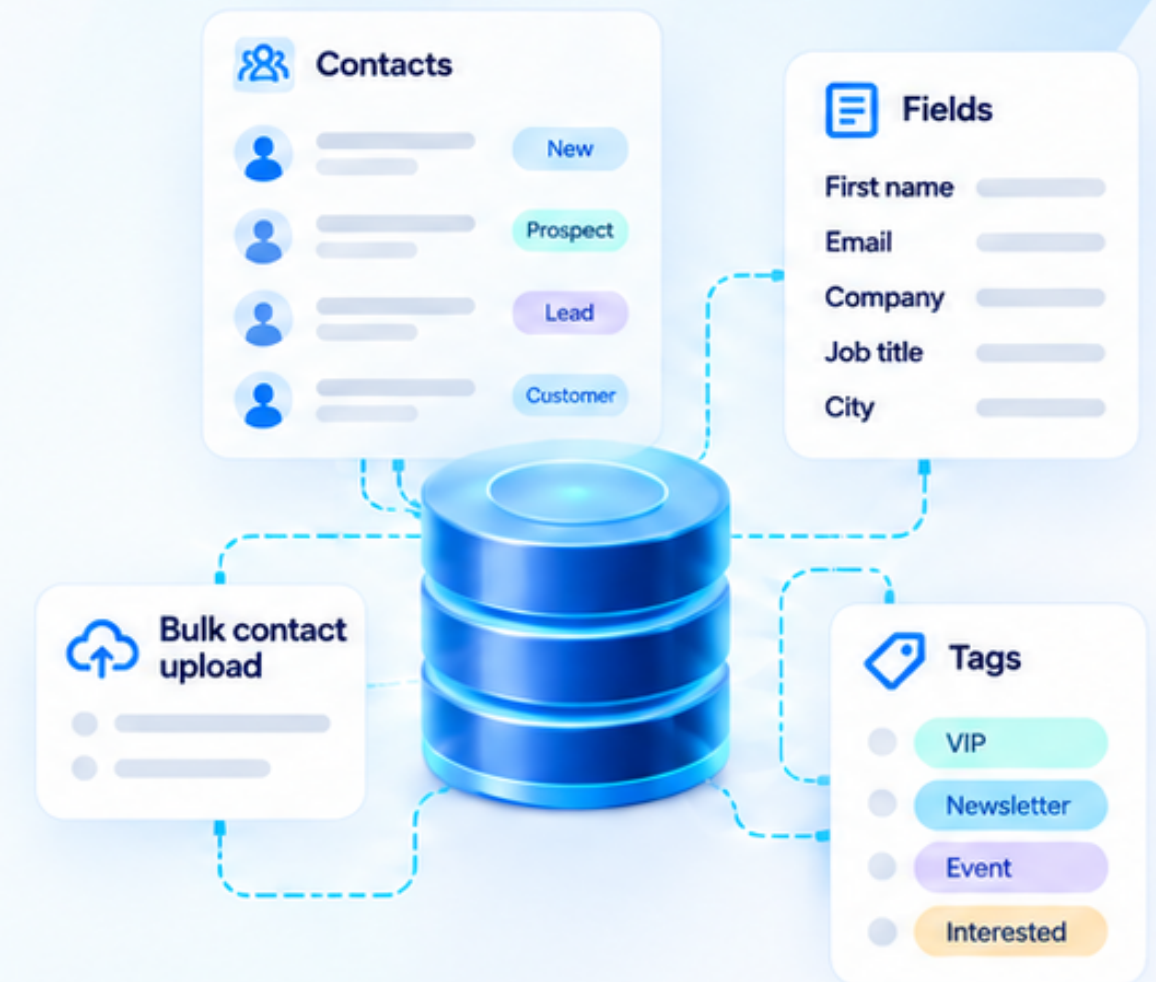
Fields



Bulk contact
upload



Tags





Manage:

organize and segment your contacts to turn them into relevant audiences

MB3 Email Marketing allows you to search, filter, modify and download contacts, as well as manage processes that help keep your information organized and ready for segmentation.

Key features:



Contact
search



Dynamic
and static filters



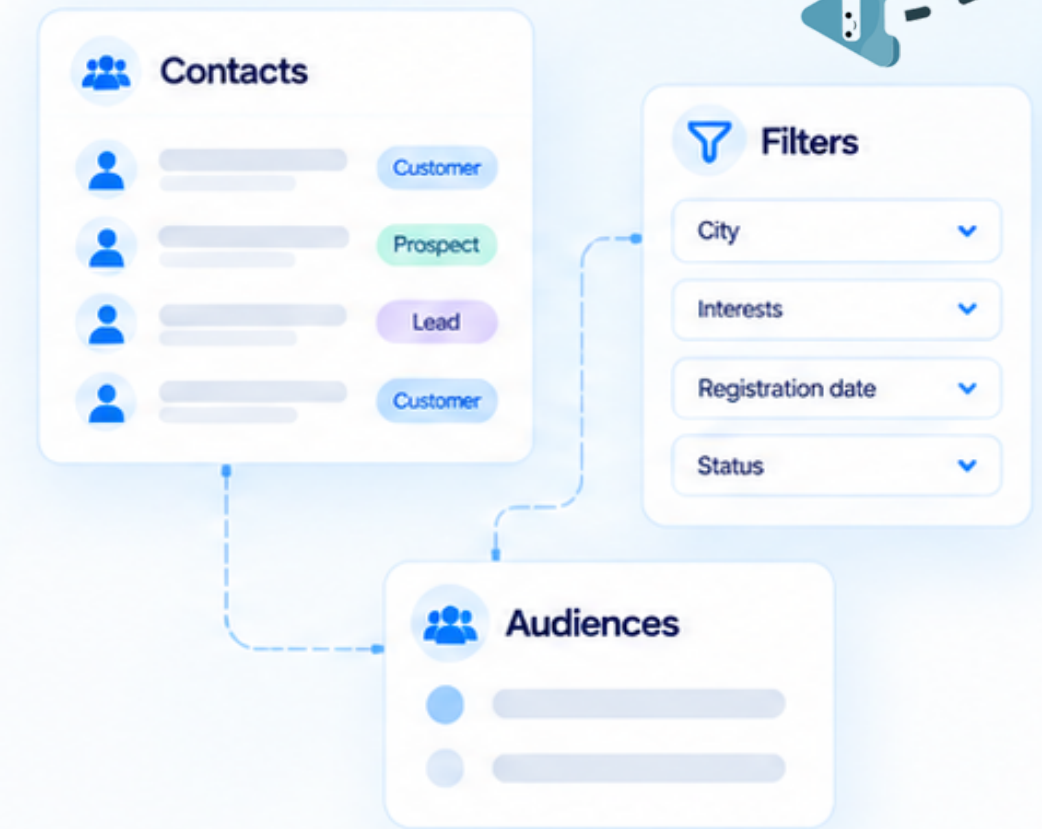
Bulk
modification



Contact
download



Process
management

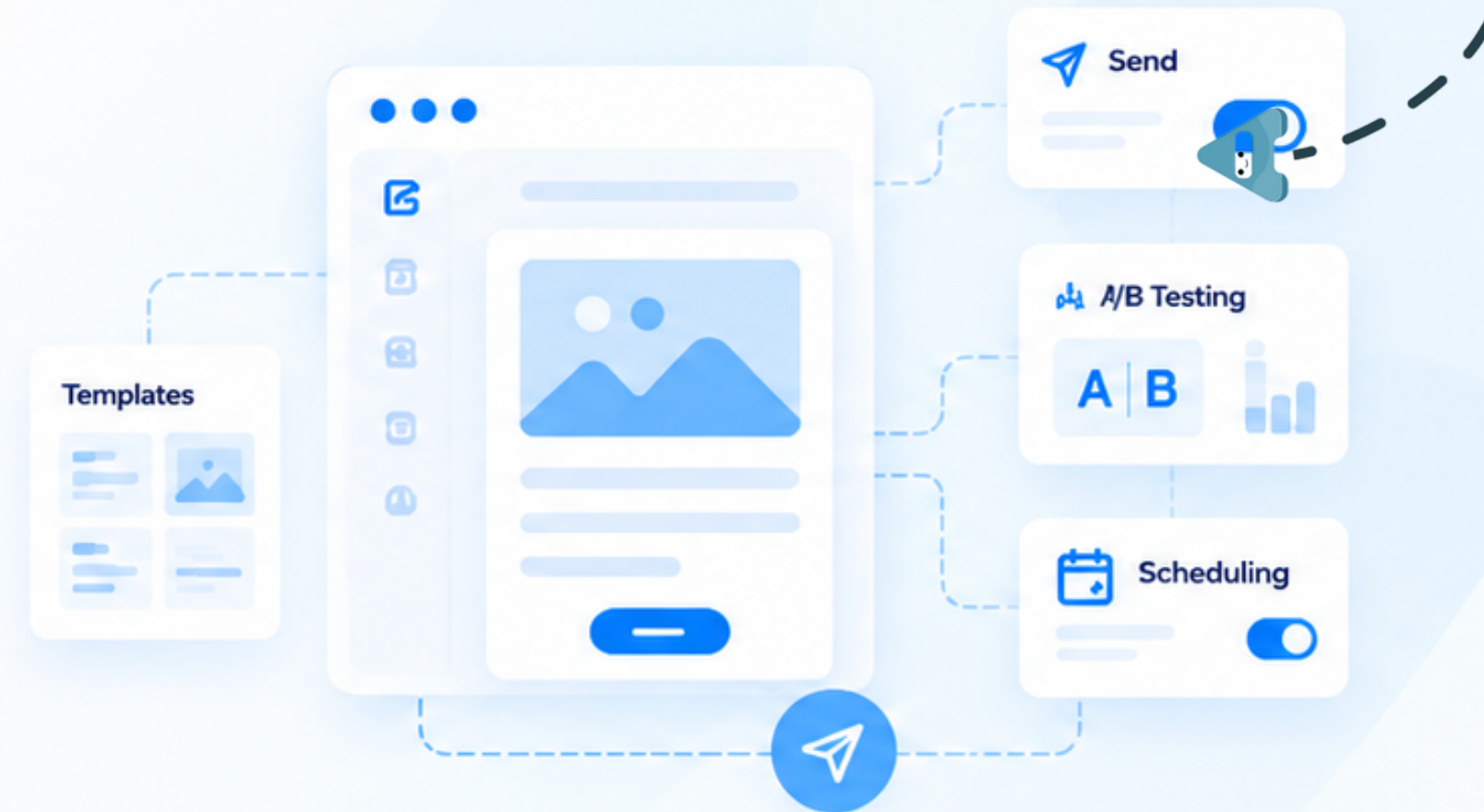




Execute:

turn audiences into communications you can execute and measure

MB3 Email Marketing allows you to create and execute mass email sends, use templates, define rules and senders, run A/B tests, and schedule recurring sends.



Key features:



Mass
email sends



Recurring
sends

A/B

A/B
testing



Workflow



Dynamic
senders



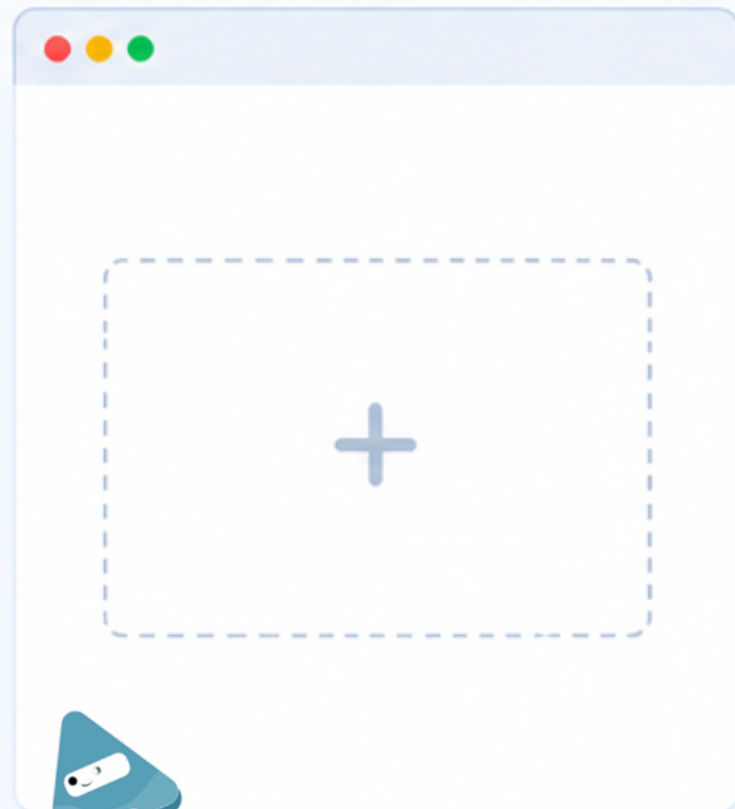
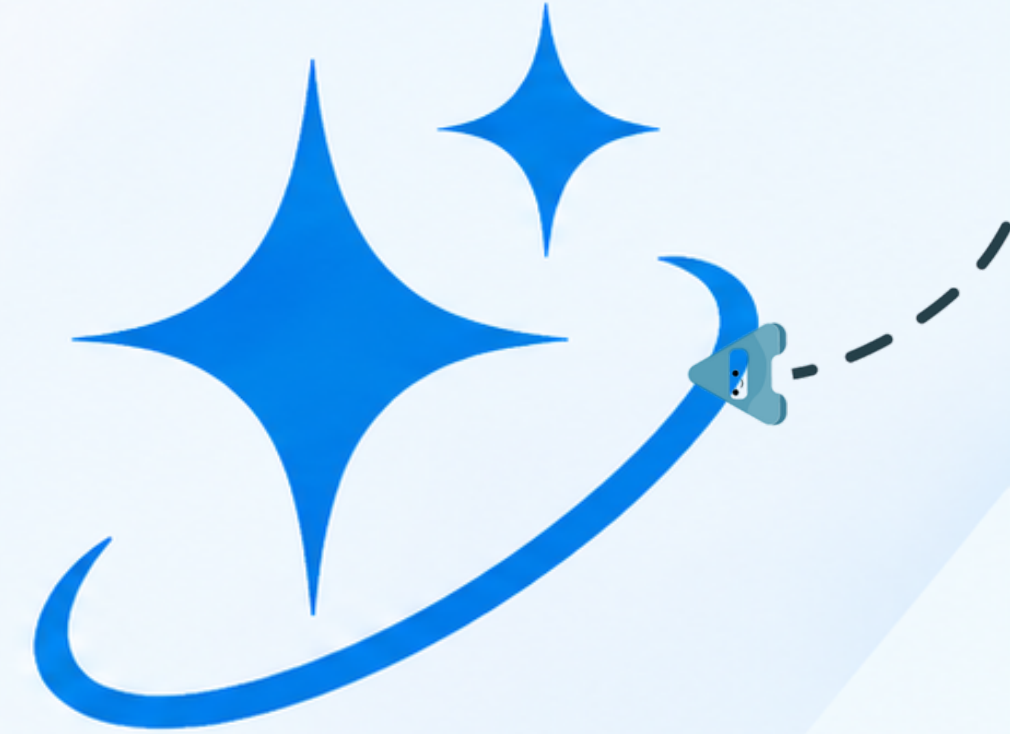
Templates



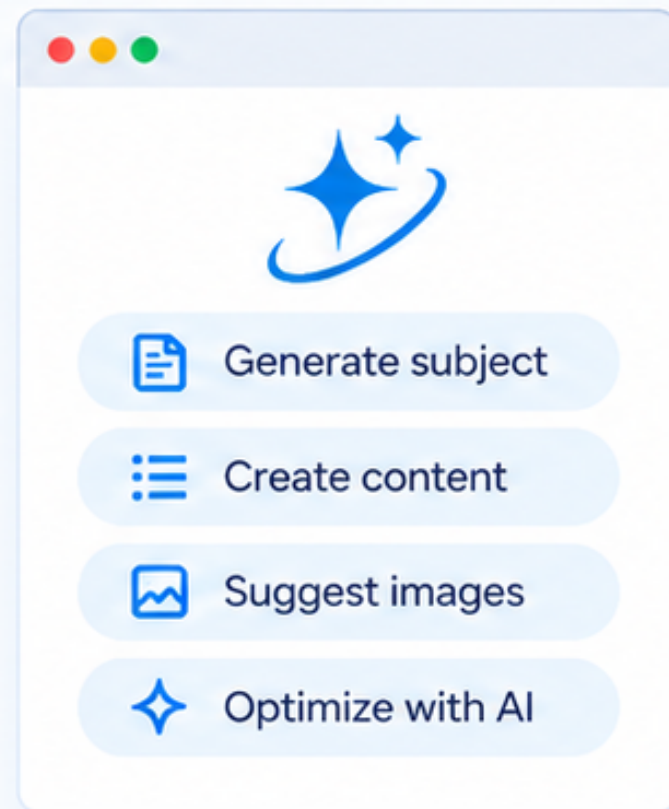
Rules

SmartEditor: create professional emails with AI assistance

SmartEditor incorporates AI to help you structure and create emails without code, speeding up message preparation before launching a campaign.



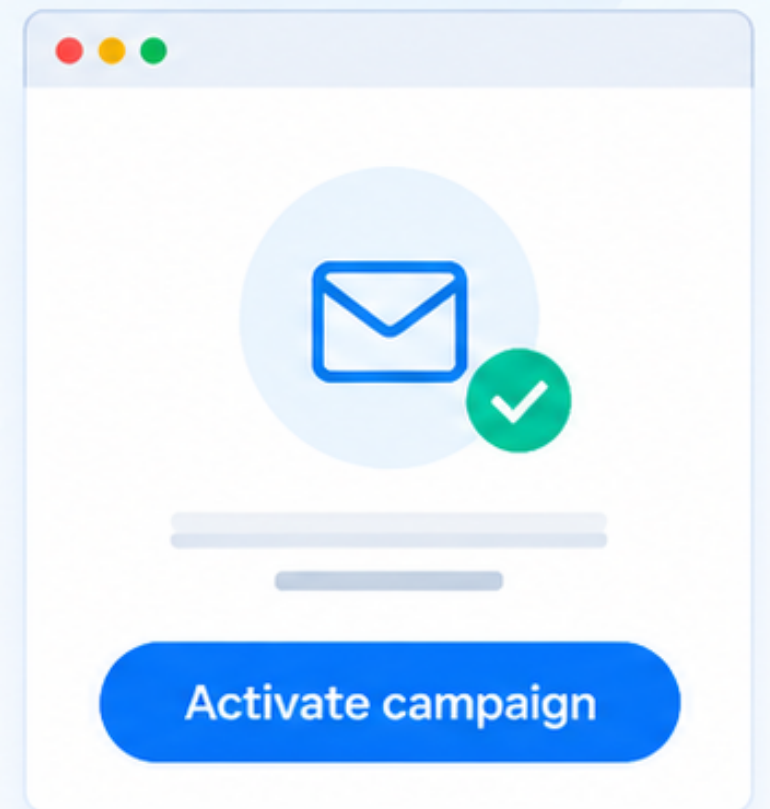
Blank page



AI assistance



Structured message



Campaign ready to launch

How MB3 supports the conditions for reliable delivery: **PRACO**

Sending is just one step. Maintaining reliable delivery requires managing multiple conditions continuously. PRACO organizes this management across five dimensions.

P Permission



- ✓ Manage your database using MasterUnsubscribe® to protect your domain.
- ✓ Maintain a responsible relationship with your audiences.

R Reputation



- ✓ Monitor IPs and sender behavior with ISPs.
- ✓ Protect your reputation as a sender.

A Authentication



- ✓ Strict validations: SPF, DKIM, DMARC and MX continuously verified.

C Control



- ✓ Immediate blocking policies for risk configurations.
- ✓ Continuous validation of technical sending conditions.

O Optimization



- ✓ Delivery Relevance Optimizer — DRO: analyzes behavior signals and relevance.
- ✓ Greater relevance → better signals → higher delivery capacity.

MB3 Email Marketing measures every communication to improve the next one

Opens, clicks, bounces and interactions show how the audience responded.

These metrics enable you to adjust segmentation, content and future communications.

5. New communication
A better-informed communication based on previous results.

4. Optimization
Segmentation
Content
Next action

3. Insights
Identify which audiences and communications generate a response.

2. Metrics
Opens
Clicks
Bounces
Interactions

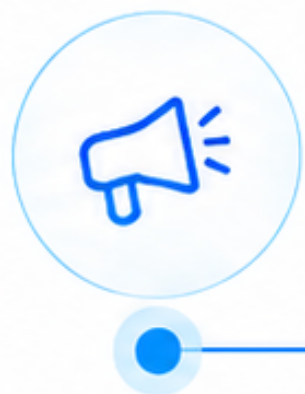
1. Communication
MB3 executes the send.



MB3 Email Marketing supports different moments in your customers' journey

Based on data, audiences and behavior, MB3 Email Marketing lets you activate different types of communication at each stage of the journey.

CUSTOMER LIFECYCLE



Discovery

Newsletters
and promotions



Conversion

Commercial
communications



Engagement

One-to-one
messages



Experience

Lifecycle
and relationship



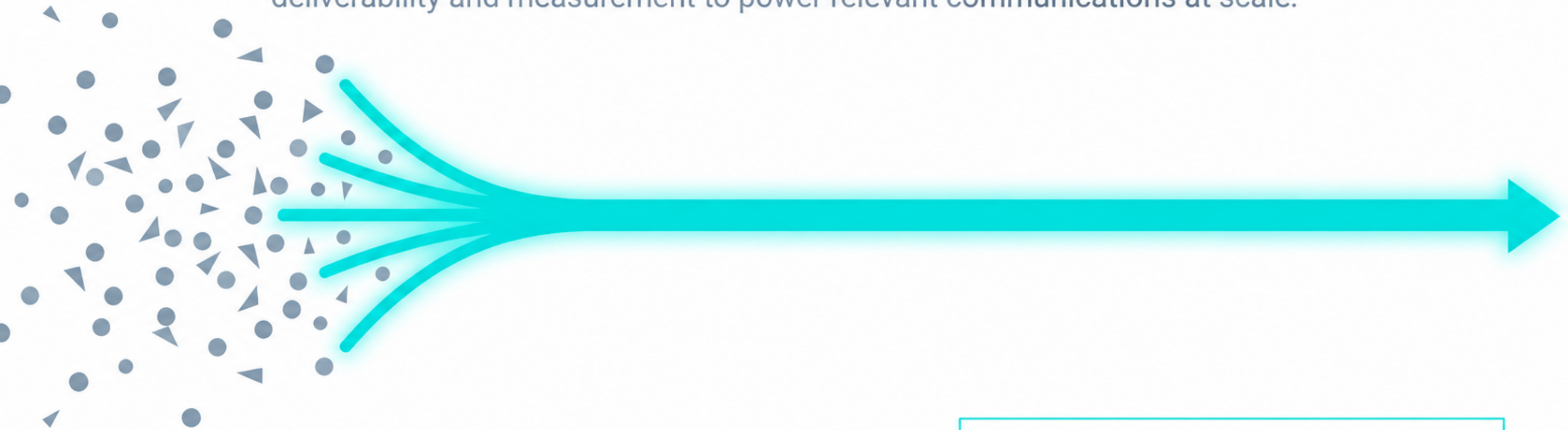
Reactivation

Audience
recovery



From isolated sends to a continuous, relevant and measurable communication

MB3 combines data, segmentation, automation, SmartEditor, deliverability and measurement to power relevant communications at scale.



**Discover how MB3 expands
your communication capabilities.**

