

FULLTHROTTLE



## YOUR DAILY MAIL JUST GOT A LOT SMARTER!

Introducing **ShopperSuite's SmartMail**, the newest way to send your mail pieces instantly. Gone are the days of sending mail to the first number of households that meet your quota.

### HERE'S HOW IT WORKS:

SmartMail enables you to hit the best households every day and maximize your direct mail strategies throughout the month. Our AI technology is already tracking your website visitor's buyer journey — now it can send mail to customers closer to purchase. And since there's no way to guess who will be on your website two weeks from now, SmartMail is always recalculating so you can still upsell mail mid-month!

Our AI will always make sure your quota is fulfilled by the end of the month, based on all audiences available. Even in low web traffic circumstances, our AI will look back at the month and still send to the best website visitors. At the end of the day, you are still hitting your audience with a visual mail message and mail pieces will not be sent to visitors turned customers.

### WHO IT WORKS FOR



Businesses with multi-campaigns



Franchised businesses with huge regions



Multiple campaigns in different parts of the country

OUR AI **ONLY** REQUIRES A LEARNING PERIOD OF 30 FULL DAYS OF TRACKING DATA.

### UPSELLING GETS BETTER!

Your total-missed SmartMail opportunities will go down every day as our AI looks back at the collected data and sends mail pieces. It continues to hit your best shoppers every day with the new math.

We understand you want to spend your "mail dollars" wisely and go after the high value households.

### THE BEST PART — SMARTMAIL COMES AT NO EXTRA COST!

Dynamically configured per client • Calculated on a daily basis



fullthrottle.ai