

# Multi-Location Enterprise

As your organization expands, your need for compliance with corporate standards and the complexity of security will increase exponentially, and so will your headaches. That's why Trumpia developed all new features for its All-in-One Marketing Automation, specifically engineered for Multi-Location Enterprises.

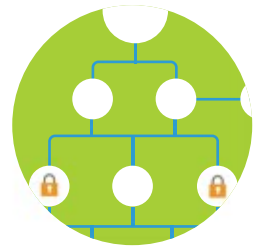


## Access Security

Each user is given access to certain sets of data, and allowances to use certain features. There is also the option to designate access type as “view only” or “full access”. For example, a store clerk can only have access to redeeming coupons, while a manager can perform more powerful functions like launching a marketing campaign.

## Access Hierarchy

Limit access by location, department or role, with a top-level user maintaining access to the entire organization. For instance, a user may be granted access to California locations such as Los Angeles and San Diego, but not New York.



## Simplified & Individualized

For the sake of simplicity, each user's interface is streamlined to only display the items granted to them.

## Maintain Corporate Standards

Create campaign templates to be used by every location to uphold corporate identity and branding. Monitor each campaign at all levels: local, regional, and national. Announce policy and strategy changes.



## Billing Control

Once message credits are purchased, you can then allocate them to each location or region, limiting account usage to stay within their budgets.

## Five Channels in One

Reach 100% of your customers through mobile text, email, social media, voice broadcast, or IM. By communicating through the channel they most prefer, you boost response rates and increase customer satisfaction.



## Marketing Automation

Harness the power of Trumpia's unique Marketing Automation features to help your organization get more results with minimal effort. Have our system automate the tedious chores of collecting, sorting and targeting distribution lists to deliver the most relevant messages with the highest impact. Set automated drip campaign rules to personalize each message with the most effective offer based on the interest and response history of each recipient. It's smarter marketing, done automatically.

By combining Trumpia's All-in-One Marketing Automation with our new multi-location features, we can now offer you the tools your growing organization needs to manage, compete and get ahead.