



# Trumpia's Competitive Advantages

Trumpia's plans all start with the Common Features like mobile keywords, mass texting, and reminders generally found in most simple messaging programs. We then begin to distinguish ourselves by adding advanced features that help users run more sophisticated campaigns and get more impact from their messaging.

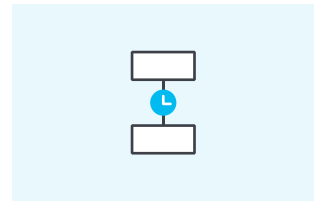


### 01 Smart Targeting & Data Capture

People don't tolerate spam, especially when it comes to text messages. With Trumpia, you can text questions to your subscribers to learn more about them, and automatically capture their responses into your database. Then, Smart Targeting uses the collected information to send only relevant messages, reducing opt-outs and helping you deliver significantly more impact. This way, recruiters aren't sending sales jobs to marketing specialists, and sports supply stores aren't sending promotions of soccer gear to golf fans.

### 02 Drip Campaigns

Trigger a series of messages to be sent at specific intervals whenever someone takes certain actions in our system. When combined with our Automated Workflows feature, this becomes even more powerful by incorporating additional triggering conditions on top of simple time-based scheduling.



### 03 Email & Voice Broadcasting



Texting is the most effective form of communication because it's immediate and grabs attention. Email is already well established and accepted as a required business communication channel. And for some people, calls are still the only form of communication they use. Trumpia offers all three in a single platform, letting you reach more subscribers by catering to their preferences. Otherwise, you would have three separate systems to learn and train team members on, three separate bills, and three unsynchronized databases with different subscriber data. Join the 87% of business owners who agree that an omni-channel communication strategy is critical to their success.

### 04 Landline Texting

Text-enable your business's existing landline phone number to have 2-way text conversations with your subscribers instead of using your personal mobile number. Finally, you can make phone tag and buried emails a thing of the past.





### 05 365-Day Support

For Trumpia, customer service and technical support are not an afterthought, they are a major point of emphasis. Get support via the phone or online in under 9 minutes on average, 365-days a year including holidays and weekends.

### 06 Onboarding

Get professional onboarding, so you can be up and running more quickly. This includes access to our live webinars as well as 1-on-1 strategy and implementation sessions with an Onboarding Specialist.

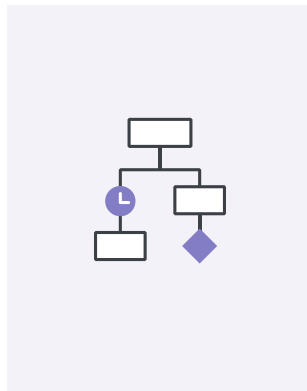


### 07 Complete Feature Set

Trumpia comes with the most complete set of features, so you can build texting campaigns without being limited to just a few tools at your disposal.

- |                          |                         |                           |                         |                       |                 |
|--------------------------|-------------------------|---------------------------|-------------------------|-----------------------|-----------------|
| Mobile Keywords          | Online Sign-up Pages    | QR Codes                  | Auto Response           | Shuffle Responder     | Data Capture    |
| Contact Scoring          | Drip Campaigns          | Link & Event Tracking     | Link Shortener          | Personalization       | Smart Targeting |
| Mass Texting             | 2-Way Messaging         | Landline Texting          | Concatenated Messaging  | MMS/Picture Messaging | Voice Broadcast |
| SMS Surveys              | Yes/No Response         | Scheduled Messages        | Message Templates       | Email-to-SMS          | Email Marketing |
| Text-to-Vote             | Text-to-Win             | Text-to-Screen            | Send from Phone         | SMS Coupons           | Report Manager  |
| Int'l & Landline Cleanup | Remove & Block Contacts | API Access                | Integration             | Export Contacts       | Import Contacts |
| Age Verification         | Double Opt-In           | Two-Factor Authentication | Text Forwarding Service | Unlimited Contacts    | Online Support  |

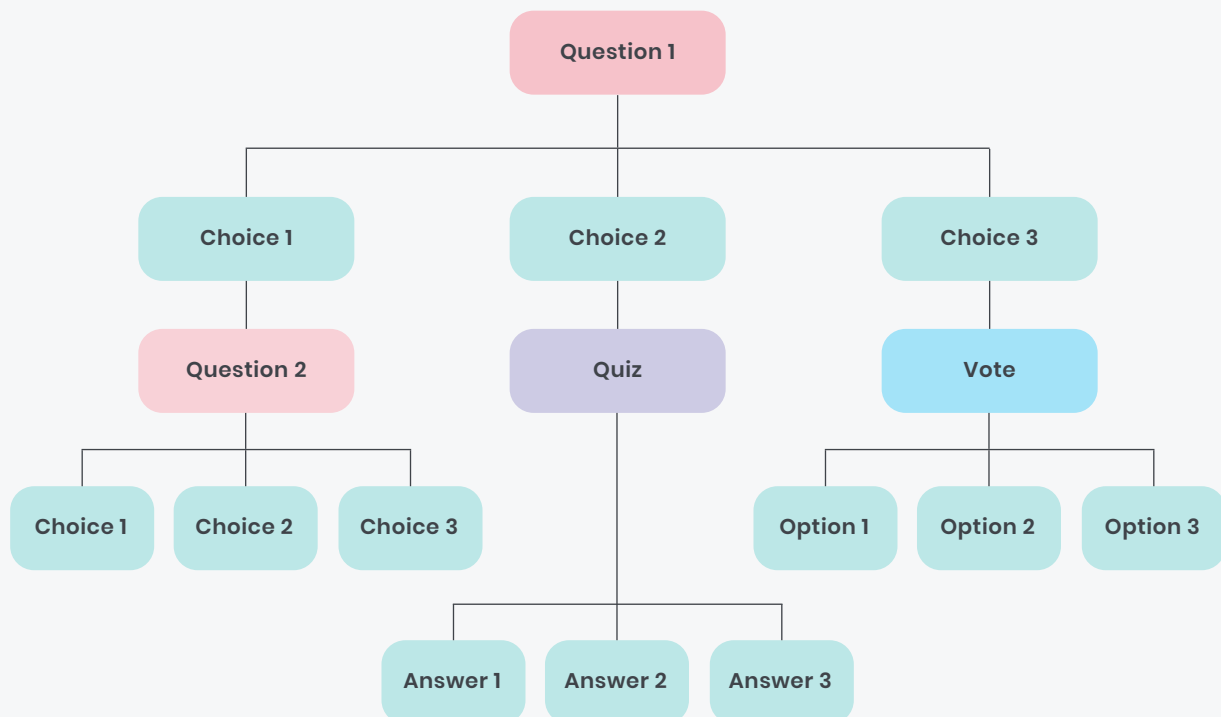
What truly sets Trumpia apart from our competition is our collection of the most advanced technology and services available anywhere. When added to our Core package, these powerful features and services culminate into something no other competitor can match – Lifecycle Engagement. This means rather than just a random collection of disjointed tools, our platform works to automatically engage your subscribers throughout every interaction they have with your company, from initial sign-up, through nurturing, to conversion, and ultimately the feedback loop.



### 01 Automated Workflows

Trumpia’s intelligent Automated Workflows is our most powerful tool, capable of dynamically interacting with your subscribers without needing you to intervene manually or ever write a line of code. It can automatically send different messages to each subscriber based on the data you have about them or how they respond to your prompts. For example, you can ask a question with different answer choices, and send a specific message based on which one they choose. That message in turn could have it’s own set of choices that branch even further for as many iterations as you need. Imagine the time this technology can save your staff and the 24/7 convenience for your subscribers or customers.

Automated Workflow Example

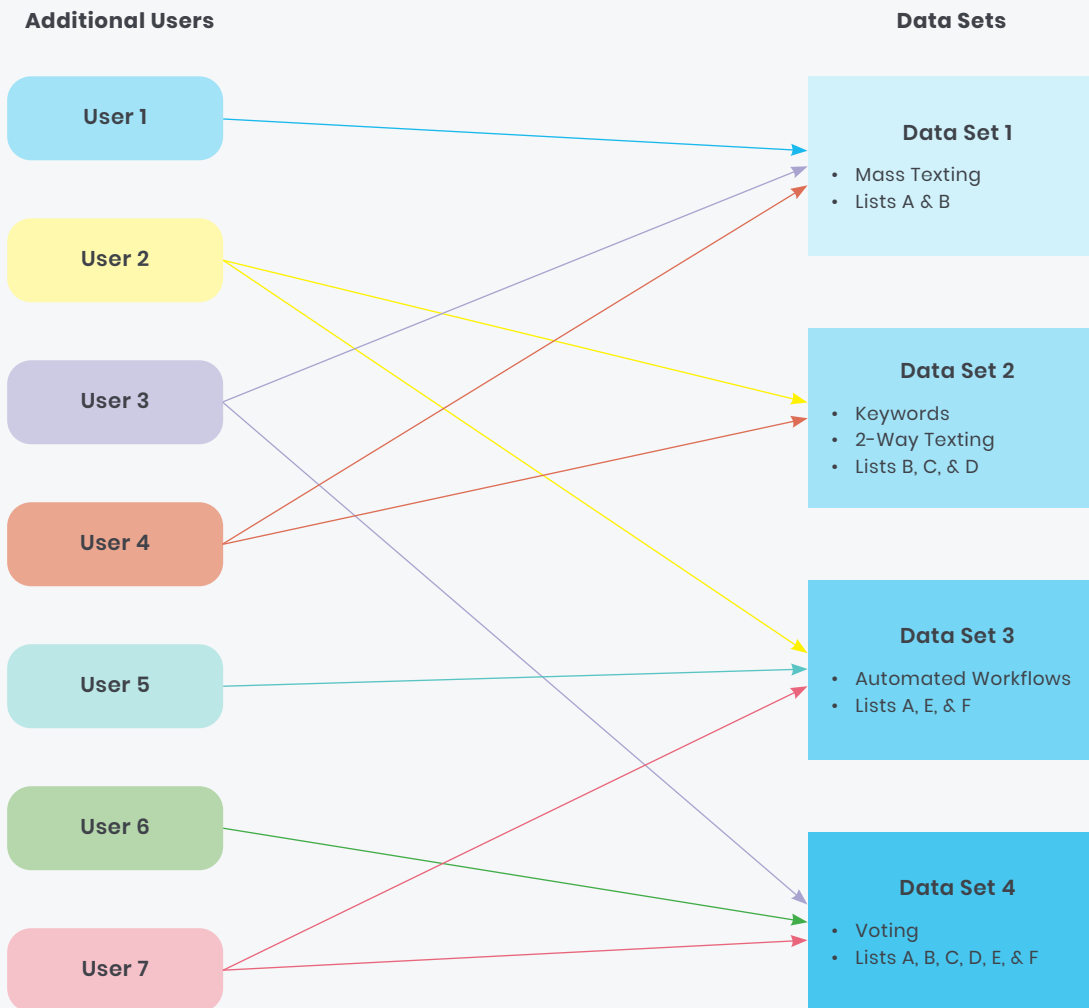




## 02 Data Sets & Additional Users

These features work together to help you control access to the system. Data Sets let you organize contacts, lists, and features into groups. Then for each additional user, you can designate which Data Sets they are allowed to access and view in their interface when they log in. For example, give your supervisors full feature and data access, but limited data entry rights for an intern in NYC.

Arrows indicate which Data Set the User is allowed to access.





### 03 **Dedicated Account Manager**

Get access to an expert in your industry, so you can strategize on a regular basis to get the most out of our software. This will also be your go-to-advocate for any issues that may arise.

### 04 **Campaign Consulting**

Get a session with one of our Customer Success Managers to develop texting campaigns that would deliver compelling results and ROI. You'll also go over strategies that our customers in your industry are using right now to great success.



### 05 **Compliance Training**

Our software already comes packaged with a number of features that help you stay compliant like compliant opt-in methods, opt-out logic, and spam checking. But if you need more help, you can have one of our compliance specialists walk you through the do's and don'ts of mobile messaging and answer any questions that you may have.

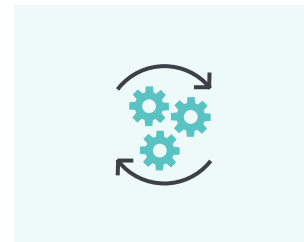


### 01 Dedicated Short Codes

Get a unique short code that is only used by your organization. You can even choose to upgrade to a vanity short code for more branding opportunities. Dedicated codes are great because they allow you to run a wider variety of campaigns including text-to-win and text-to-donate programs, as well as choose any mobile keyword you want rather than worrying about whether or not someone else has already claimed it. Dedicated short codes however do take between two to four months to provision for SMS and an additional 2 months to provision for MMS. If you choose not to provision for MMS, all picture and video messages will be sent from a separate short code.

### 02 Custom Integrations

Enhance your existing solutions with texting by hiring our programming team to develop custom integrations for you. Options include data syncs with your other databases, automated triggers, and customized reporting.



### 03 Private Branding

Make our software yours and strengthen your branding by only displaying your logo and company name when your users sign in.

