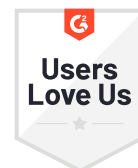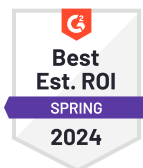# Trumpia's Competitive Advantages

Trumpia's Competitive Advantages

There are three criteria for selecting a texting provider: the features you need now, the advanced automation you will soon need, and most importantly, great customer support. Trumpia is proud to have all of these, and that's why Forbes Advisor named us the top SMS marketing provider.

High Performer — SPRING 2024

Best Est. ROI — SPRING 2024

Easiest Setup — Small Business — SPRING 2024

Fastest Implementation — Small Business — SPRING 2024

Best Meets Requirements — Small Business — SPRING 2024

Users Love Us

Trumpia's most powerful capability is the ability to personalize customer journeys that boost revenue, satisfaction, retention, and day-to-day operations. Trumpia Workbench stands out from other workflow builders by enabling you to build customized automation that wouldn't be possible with other commonly available tools.
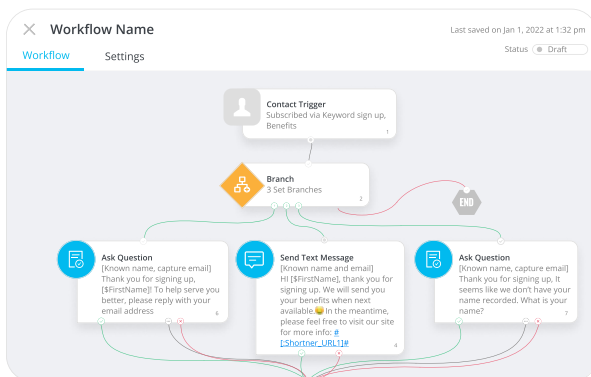
In the Media

"Trumpia is a well-known marketing automation company with A-list clients such as Jamba Juice, Chick-fil-A, and Omni Hotels & Resorts. We picked it as the best service for marketing campaigns because it […] offers robust automation and targeting features such as drip campaigns, dynamic targeting, link tracking, and data capture."

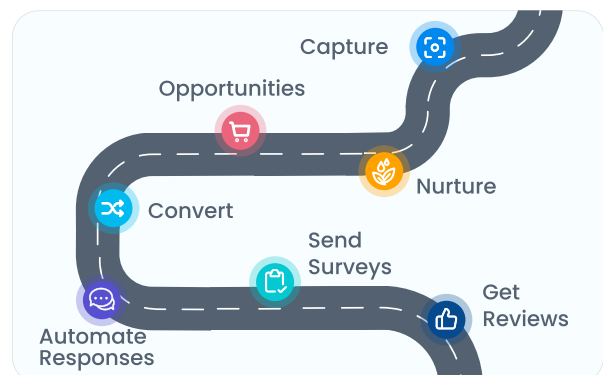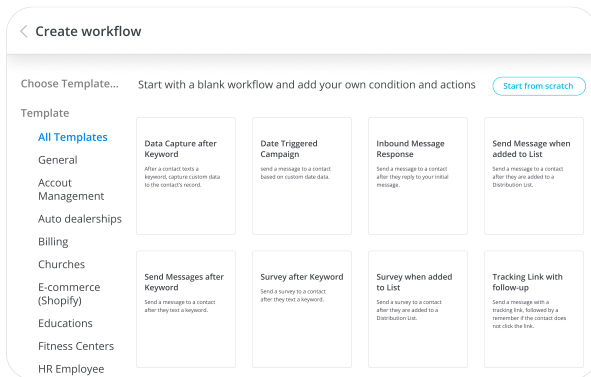**Forbes** ADVISOR

★ ★ ★ ★ ★

What Sets Trumpia Apart

01 Customizable Workflows: No Programmer Required

Not all drag-and-drop user interfaces are alike. Our free-form omnidirectional workflows allow the placement of tiles and flows anywhere (including recursive logic flows). As a result, Trumpia Workbench can handle more varieties of sophisticated customer journeys. Our multi-choice branching makes all the difference over other restrictive unidirectional and binary branching.

02 Personalized Customer Journeys

A customer journey is a series of touchpoints that help you build relationships with your customers or employees. This includes automating signups, nurturing, offers, customer service, and reputation management. Trumpia automates & personalizes all of these steps, leading to higher satisfaction and retention.

Create workflow

Choose Template... Start with a blank workflow and add your own condition and actions   [Start from scratch]

Template

All Templates
General
Account Management
Auto dealerships
Billing
Churches
E-commerce (Shopify)
Educations
Fitness Centers
HR Employee

Data Capture after Keyword
After a contact texts a keyword, capture custom data to the contact's record.

Date Triggered Campaign
send a message to a contact based on custom date data.

Inbound Message Response
Send a message to a contact after they reply to your initial message.

Send Message when added to List
Send a message to a contact after they are added to a Distribution List.

Send Messages after Keyword
Send a message to a contact after they text a keyword.

Survey after Keyword
Send a survey to a contact after they text a keyword.

Survey when added to List
Send a survey to a contact after they are added to a Distribution List to a Distribution List.

Tracking Link with follow-up
Send a message with a tracking link, followed by a reminder if the contact does not click the link.
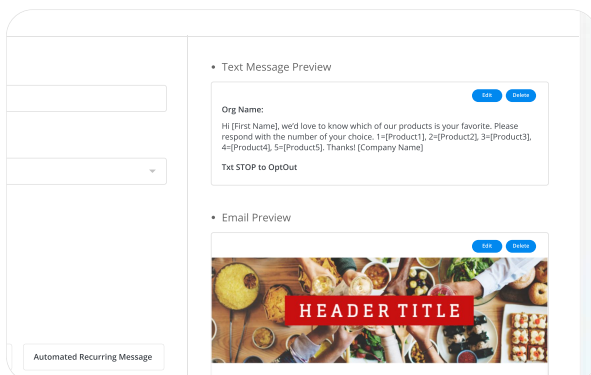
03 Pre-built Applets

Trumpia has 50+ pre-built applets that have been tried and tested by our customers. You simply need to load up our applet, change a few settings to suit your needs, and activate it — no programming required.

04 Intelligent Targeting

Blanket-bombing messages is a surefire way to lose subscribers. Trumpia automates the processes of learning about subscribers like their interests and preferences, storing that data, and then using it to tailor each message, so you send only highly relevant information.

- Text Message Preview

Org Name:
Hi [First Name], we'd love to know which of our products is your favorite. Please respond with the number of your choice. 1=[Product1], 2=[Product2], 3=[Product3], 4=[Product4], 5=[Product5]. Thanks! [Company Name]

Txt STOP to OptOut

- Email Preview

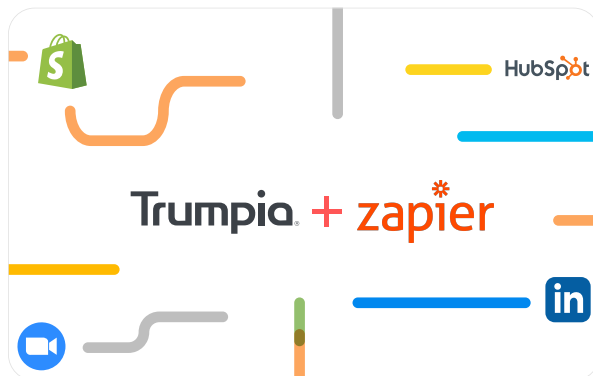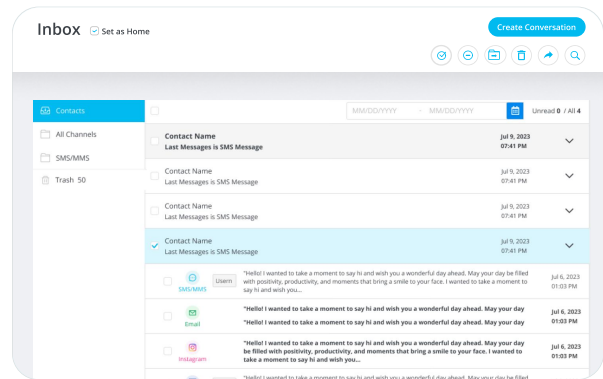**HEADER TITLE**

Automated Recurring Message

05 Texting and Email from One Platform

Trumpia comes with orchestrated omni-channel messaging because we believe in the power of coordinated campaigns and consolidated databases. Otherwise, your subscribers end up getting duplicate or uncoordinated messages because they already responded to your email or text.

06 Consolidated Inbox

Many platforms have two-way messaging, but it is often restricted to the back-and-forth of a two-way conversation. With our consolidated inbox, you organize and view entire conversations, from keyword opt-ins, automated messaging, two-way messaging, survey responses, and mass messaging. You can even filter which types of messages you want to see.

07 Powerful Integrations

Trumpia's powerful messaging capabilities can be integrated to work seamlessly with your existing database or favorite software. Easily integrate via Zapier or our direct integrations without having to code it yourself. If you are inclined, we even offer API and a custom integration service.

08 Reputation Management

Get more favorable online reviews using surveys that automatically lead happy customers to leave reviews & escalate unhappy ones. When satisfied customers give you positive ratings on Google or other review sites, you'll get more leads and business.

09 AI-Powered Messaging

Trumpia harnesses the power of AI technology to make your messaging more creative and polished. Simply enter the purpose of your desired message and let our system generate creative ideas for you, saving you time.

10 Access Control and Sub-accounts

Trumpia has a suite of management features that give you access control over how your users use our system. Data Sets let you organize contacts, lists, and features into groups. For example, your interns can input data into our system but cannot message customers or access other departments' information.

11 Best-in-Class Service

Our consultants help you grow from your initial use case to a comprehensive automated strategy. Instantaneous phone support is available 365 days a year (with the proper plan). Our online ticket system comes with a 9-minute average response time. Plus we offer 1-to-1 and group onboarding, campaign consultation, compliance advice for maximum deliverability, and dedicated account managers (with the proper plan).

[Click Here](#) to see our Pricing Plans