

## Marketing & Customer Journey

# Utilize the best marketing and customer journey tools all in one omnichannel platform, built specifically for telcos.

The Gomibo omnichannel platform offers telcos the best marketing and customer journey options. The software development was done completely in-house since 2006 and has been tried and tested by millions of satisfied customers in 30 countries. These millions of customers rate our customer journey a 9.4 out of 10 (50,000+ reviews). Thanks to our software, your marketing teams have the tools to create and implement all kinds of promotions themselves, with many other tools mentioned below.

✓ Offer extensive self-service

✓ Increase NPS & ARPU simultaneously

✓ Optimize your marketing with automation tools

## Expand your revenue

### Make your omnichannel Agent CRM a

All the marketing and service communication is captured in one place with the Gomibo omnichannel software. Next to an improved overview, this opens up the possibility for CRM marketing using our dedicated algorithms. This has shown an improved NPS, customer loyalty and ARPU across the customer lifecycle.

### Use A/B testing to improve your KPIs

Gomibo's extensive A/B testing tools allow you to improve your most important KPIs. It can for example work ARPU-based, conversion rate based or service KPIs based, all depending on your changing strategic interests. To further keep track of your KPIs, integrations are in place with all the important analytics tools.

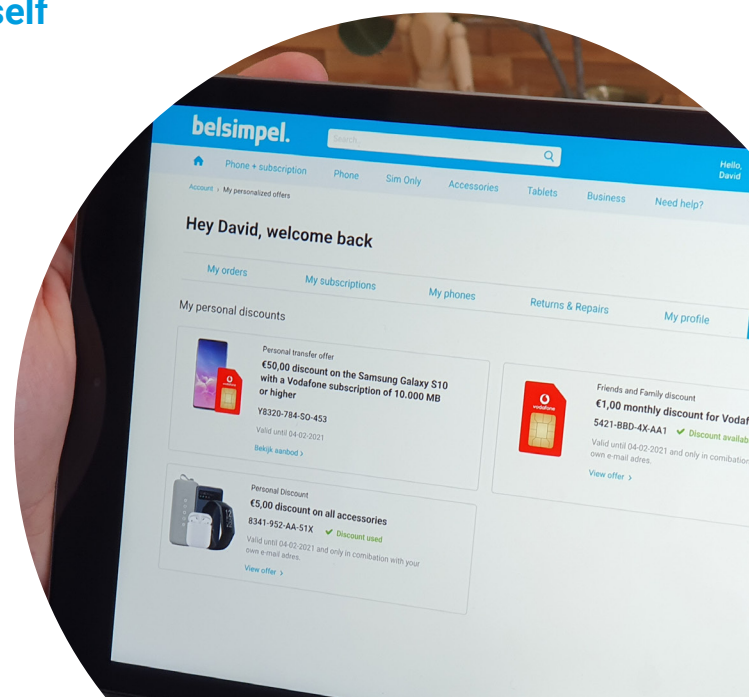
## Access to abundant marketing tools yourself

### Go headless or use our template engine

Configure the Gomibo platform out-of-the-box in your style or use our software headless and build the front-end completely in line with your own branding guidelines. It's up to you! Optimize your marketing with automation tools, increase NPS & ARPU simultaneously, offer extensive self-service and have access to many marketing tools yourself

### Custom campaigns & discounts

Create specific loyalty or closed user groups discount campaigns with our voucher tool. These campaigns can be subjected to multiple conditions specified by yourself and can for instance aim at increasing ARPU. In addition, Gomibo supports dynamic CPQ which accelerates the sales processes and expands your profits.

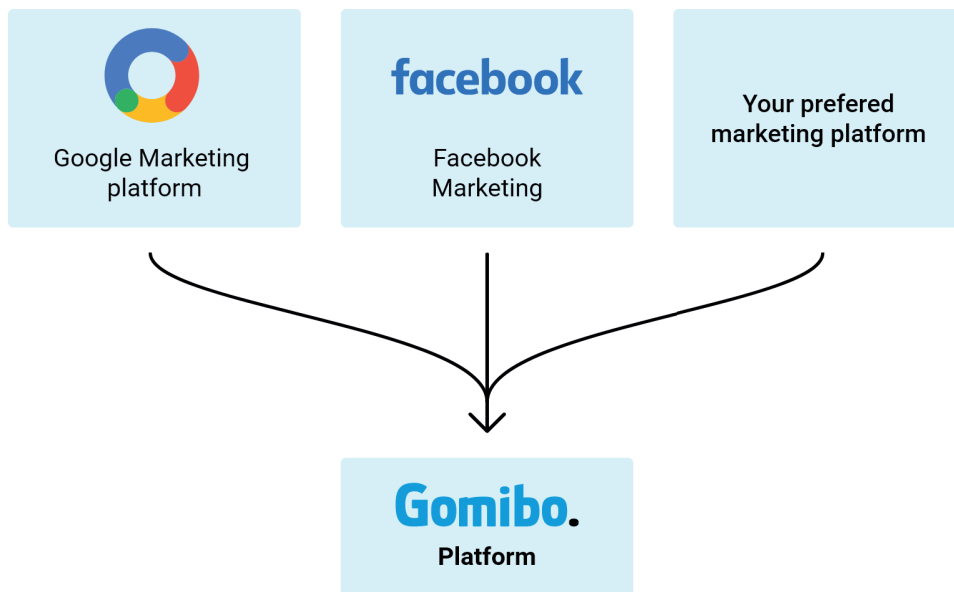


**Increase agility and simplify your marketing IT**

Improve the speed at which you can launch new promotions. Give your marketing staff the tools to create maximum impact while simplifying your IT stack by lowering the number of vendors at the same time.

**Monetize your platform**

By offering countless grid-based marketing spots to vendors and highlighting their offers, you can easily monetize your website.



**Provide quality self-service**

**Encourage self-service**

Have a collection of information pages including a contact form and your phone number, all to help your customers with their question(s). Relevant tips & tricks are also provided based on their personal orders. Fully customizable based on your needs, all created to promote self-service which decreases the time spent on customer questions.

**Customer-first content**

Help your customers with the basic FAQs so that they can help themselves instead of asking for help. Fully customizable depending on your (changing) needs. The software is also completely multi-lingual and multi-location, allowing you to serve your customers with a local touch.

**Improve your NPS**

**Create excellent omnichannel customer journeys**

Keep the communication with your customer uniform by creating out-of-the-box customer journeys via our communication templates tool. This tool can automatically send communications to your customers in different phases of their customer life-cycle. Also, next best action tools are included, which makes sure the best next action is chosen, based on your specific inputs.

**Optimize the return/repair process**

Optimize the repair/return process by having the customers manage the repair/return process by themselves. This means cutting your shipping costs in half and reducing the repair time by at least two days. The platform also comes with a trade-in functionality.

## Acquire more traffic

### Generate additional leads

Increase lead generation by having your customers sign-up for your newsletter, or give them the possibility of being notified when a new product launches. Also, when a product is not available your customers can leave their email and will get notified when the product is back in stock.

### Bring in paid traffic

All combinations of filters can be used to create very specific landing pages, which have significant value in SEA. Thanks to that, very specific and unique pages can be made that target your relevant customers per campaign. Gomibo comes with integrations with advertising platforms such as GA. Specific product feeds for these platforms are also available.

### Bring in organic traffic

Gomibo is a very SEO-friendly platform. Besides general pages, SEO texts can be created for every combination of your products and in multiple languages thanks to our SEO tools.

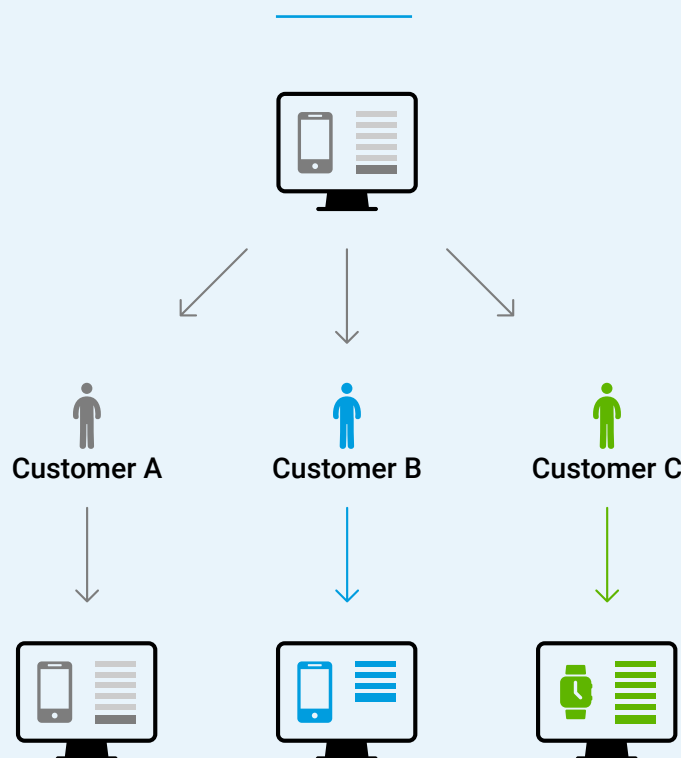
### Bring in affiliate traffic

Offer your product feeds to your advertisers. Also manage the sales registration and authorization in-house with your affiliate portal included in the Gomibo software.

### Create awareness for your product

Easily publish blogs and news articles about your altered line-up or new product launches with our tools. Use digital asset management to promote and see real-time business insights when the data flows in.

Each customer is specifically targeted based on their preferences and needs



**Gomibo.**Platforms

**One Platform, All Channels**

Website | App | Store | Contact Center | Chat  
Self-service | Create new channel