

Value Map

Makesbridge Review

Jay Adams, Junaid Akram, Michael O'Shea, Ehsan
Khalid, Sean Malik



Makesbridge Core Value

Access to software is only one element of marketing, sales and business effectiveness. Successful businesses run lean and require partners to provide value through a combination of platform features, strategic guidance, tactical guidance, innovation and support.

And that's what we do. Guaranteed.

Jay Adams
CEO, Makesbridge

| Value In Numbers

Stats Support Our Differentiation Versus The Competition

\$0

Amount of outside funding

Customers fund our business, so their success and growth is the focus of our existence.

1

Dedicated Support Rep

A seasoned individual s dedicated to help and advise. [Read Sample Review](#)

4.9

Our rating on a 5 Star scale

We help customers meet their needs. [Read Review](#)

5

Days experience to reach solid proficiency

Amazing design makes our platform easy to master

23

Average hours we spend with users in first 90 days

You'll have a lot to explore and we're prepared to guide and train.

30

No contract. No high price.

If we're not getting the job done, cancel with 30 days notice. No harm, no foul.

98%

Our average delivery reputation

[A sterling reputation on Return Path and 8 billion inboxes.](#)

99¢

Account activation fee

We've removed the financial barriers to start building your marketing, sales and analytics platform

2002

Longevity

We started over 13 years ago in a guest bedroom with little more than a little red desk and broken down laptop. Innovation and service grew our business and have kept our dream of being global software solution alive.

200,000,000

Emails sent per year and counting

A battle testing platform that reliably promotes your business.

Makesbridge Platform Map

Capabilities We Bring To Overall Business Operations

Data Mart

Intelligently import and store data from multiple sources.

Demand Generation

Mass Email Marketing
Simple Email Creation
Send up to millions
Landing Pages & Forms

Nurture

Drip Messaging
Automated Follow Up
Workflows

1:1 Dialogues

Transaction, profile update and event based messaging

Public-Facing Staff

Full contact activity timelines
Sortable views of activity
Alerts based on contact activity
Alerts based on contact attributes

Analytics

Digital campaign performance
KPI performance
Predictive tool
Funnel performance
ROI

Strategy & Consulting

Darrel Kammeyer
Partner, Loyalty & Dialogue Marketing

Engagements Include: Mohegan Sun, Harrah's, MGM, Caesar's, Isle of Capri

Concierge

Email Templates
Landing Page Templates
Campaign coordination
Data imports
Automation setup

Makesbridge Yield Map

Net Contributions To Overall Business Operations

Convenience

Navigation & Design
Fast Campaign Creation
Mind Maps & Proven
Processes
Universal Report Dashboard

Increase Results

Targets
Timing
Dynamic Content
Audience Performance

Productivity

Reduced Administration
(Preparing Reports & Call
Lists)
Cloud Connections

Visibility

Digital Campaign Performance
Custom Report Dashboard
Business Performance
Predictive Analysis - Target &
List Responsiveness
View Populations and Activity

User Adoption

Ease of Use
Integrated Organization
Integrated Cloud
Cost

Brand

Template Designs
Automation Control
Permission Management

Support

Training
Access
Deployment
Quality
Concierge

Stability

Uptime / Reliability
Message Delivery
Longevity
Speed
Innovation
Scale

| Meet Your Team

Our Team Leads Through Experience



Sean Malik
**Pre-Sales &
Discovery Coordinator**

Our journey begins with careful collection of your needs and objectives from all organization stakeholders.

Sean gathers and organizes your key considerations to ensure our team is ready to discuss solutions and options.



Darrel Kammeyer
**Partner, Loyalty &
eDialogues**

Over 30 years of marketing leadership in the airline, gaming, casino and resort industries.

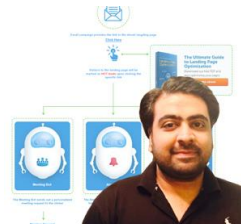
The value of Darrel's consultation alone is worth your annual Makesbridge subscription.

[Darrel featured in article on Data Driven Marketing](#)



Junaid Akram
Deployment Lead

One of our resident super stars with 3 years experience will define how to setup Makesbridge to achieve desired results.



Ehsan Khalil
Key Account Manager

Hundreds of successful deployments with over 2 years at Makesbridge.

Perhaps the most patient (and nicest) man on the planet. He takes the time to ensure you're using Makesbridge to its fullest potential



Mansoor Shahid

Client Services Manager

Our support team manager earned his stripes managing a front end support team for Cisco.

100% Customer Satisfaction is his passion and he always wishes to hear suggestions on how we can better serve our customers.

| Proven Process Panel

Here Are A Few Experienced Practitioners That Have Crafted Sales & Marketing Processes For You To Use



Darrel Kammeyer
Partner, Makesbridge
Loyalty & Dialogue Marketing



Brad Haegar
Director, Customer Experience
Hawai'i Life



Jay Adams
Founder, CEO
Makesbridge



Eric Vidal
Editor In Chief
The Marketing Scope



David Raab
Principal, Author
Raab Consulting / VEST Report

| Platform Advisory Board

\$100+ Billions Worth Of Stability And Reliability



Mark Hydar
Head of Dev / Opps
Ericsson Media Room



Glenn Beeswanger
VP of Engineering, Search
Yahoo!



Jay Adams
Founder, CEO
Makesbridge



Mike Wookey
Architect, VP Systems
Oracle



Steve Woods
Sr. Engineering Director
Google



| Value: Results - Increase Response

Features: Targets & Tags | Dynamic Content | Workflow Variable Content | Dialogue Marketing | Delivery & Uptime



| Value: Results - Increase Response

Features: Targets & Tags | Predictive Analysis | Dynamic Content | Dynamic Multi-Step Dialogues | Delivery & Uptime

Front line marketing staff need a tool that makes it easy to target and trigger.

In a competitive environment businesses go beyond simple segmentation. They trigger relevant dialogues based on updates to attribute and digital behavior.

The screenshot displays a marketing automation interface for a list titled "Makesbridge 14 prospects - SF users". The interface includes a filter configuration section with the following elements:

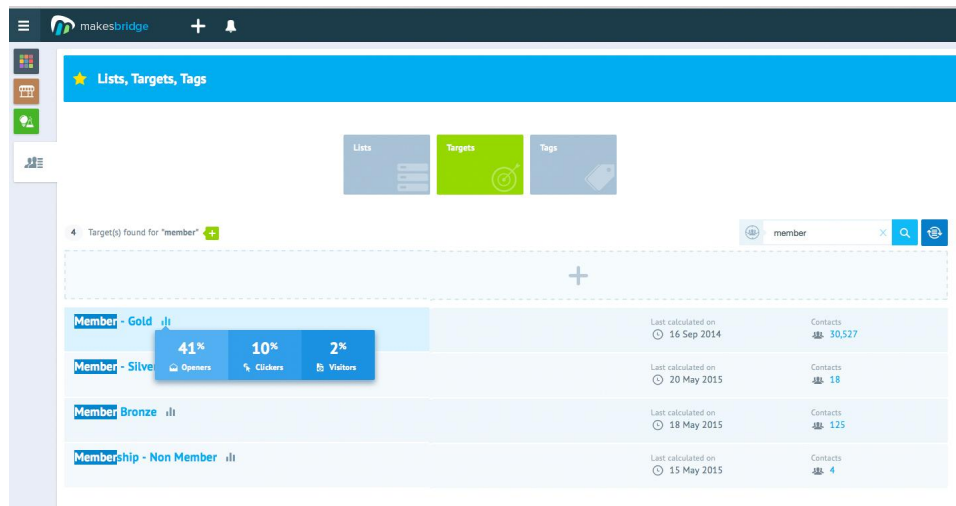
- Filter Logic:** A rule starting with "If" and "Any" of the filter match below.
- Filter Rule 1:** "CRM Tool" contains "SF,Salesforce,salesforce,af,SF".
- Filter Rule 2:** "MKS Package" does not contain "trial_pro,Pro,PRO,Mini,MINI,EMB,amb,En".
- Filter By:** A dropdown menu set to "Link Filter".
- Link Filter:** A search bar with "15 Day Trial Form Page" entered. A dropdown menu is open, showing a list of options: "15 Day Trial Form Page" (selected with a green checkmark), "15 Day Trial Page", "Basic Filter", "About Us", "Board of Advisors", "BridgeMail System Overview", "Cart Filled", and "Case Studies".
- Actions:** A row of buttons at the bottom: "Form Submissions", "Website Actions", and "Lead Score".

| Value: Results - Increase Response

Features: Targets & Tags | Predictive Analysis | Dynamic Content | Dynamic Multi-Step Dialogues | Delivery & Uptime

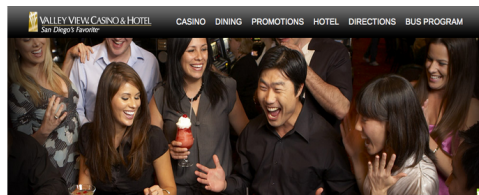
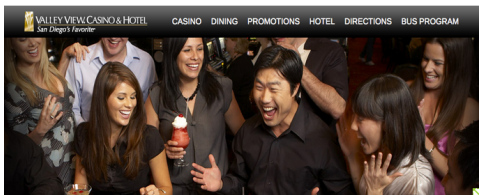
See into the future to increase response!

Measure and compare personas' responsiveness across all email campaigning. Is it time to spice up offers to a persona? Makesbridge tells you with a simple mouse hover!



| Value: Results - Increase Response

Features: Targets & Tags | Predictive Analysis | Dynamic Content | Dynamic Multi-Step Dialogues | Delivery & Uptime

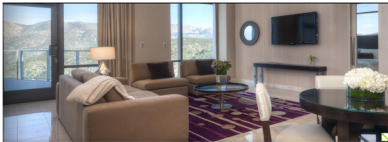


[watch how to do it](#)




Jack Pot Club

Gold ▼ Silver ▼ Bronze ▼ + Default



**FREE ONE NIGHT HOTEL STAY
LUXURY SUITE**


We take the [San Diego hotel and casino](#) hotel experience to all new heights with every room and suite of our luxury hotel featuring breathtaking views of the Palomar Mountain Range. Relax with all the amenities including free internet access and complimentary VIP breakfast all with no taxes, parking fees or resort fees.



0123452


Jack Pot Club

Gold ▼ Silver ▼ ... Bronze ▼ + Default



**FREE ONE NIGHT HOTEL STAY
DELUXE ROOM**


We take the [San Diego hotel and casino](#) hotel experience to all new heights with every room and suite of our luxury hotel featuring breathtaking views of the Palomar Mountain Range. Relax with all the amenities including free internet access and complimentary VIP breakfast all with no taxes, parking fees or resort fees..



0123452


Jack Pot Club

Gold ▼ Silver ▼ Bronze ▼ + Default



FREE BREAKFAST BUFFET

Our made-from-scratch breakfast at BLD's Café is complimentary for all hotel guests. You will enjoy delicious selections from a special VIP menu made just for you. Choices include local seasonal fruit, buttermilk pancakes, challah bread French toast, a "create-your-own" omelet option, flaky pastries and more.



0123452

| Value: Results - Increase Response

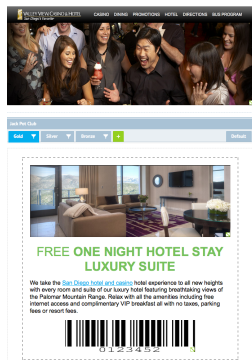
Features: Targets & Tags | Predictive Analysis | Dynamic Content | Dynamic Multi-Step Dialogues | Delivery & Uptime

Generate Demand

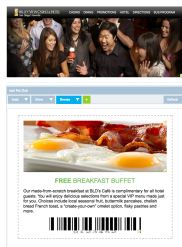
Customize In-Tournament Messaging
Based On Any Attribute

Follow Up

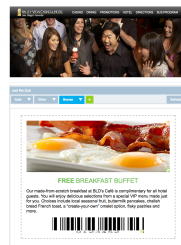
Invite To Tournament



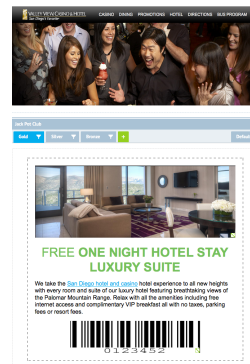
In-Tournament Day 1



In-Tournament Day 2

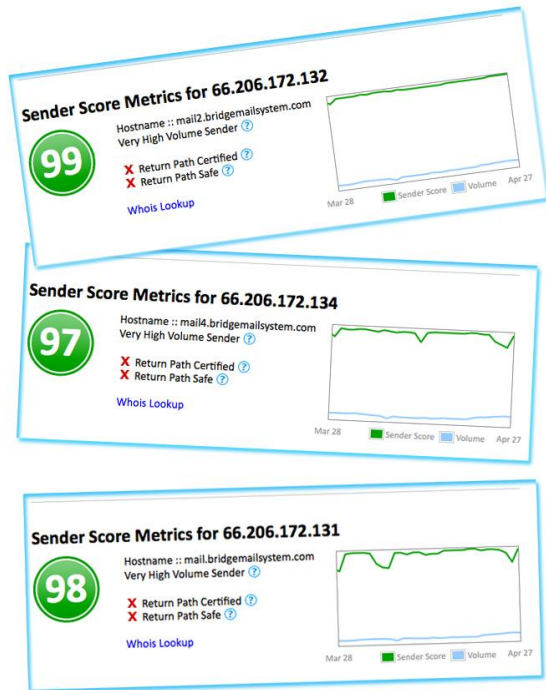


Thank You! You Did Great!



| Value: Results - Increase Response

Features: Targets & Tags | Predictive Analysis | Dynamic Content | Dynamic Multi-Step Dialogues | Delivery & Uptime



99.9%



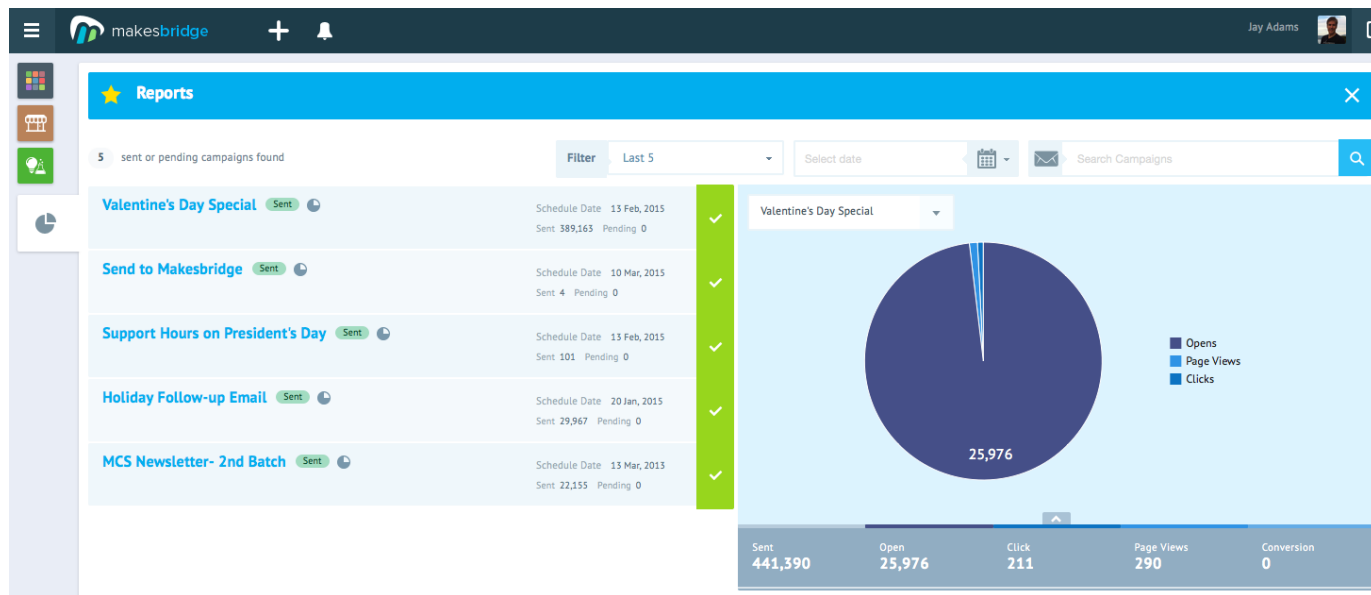
| Value: Results - Marketing Investment Performance

Features: Campaign Measurement | Web Traffic | Referral Traffic | Keyword Performance



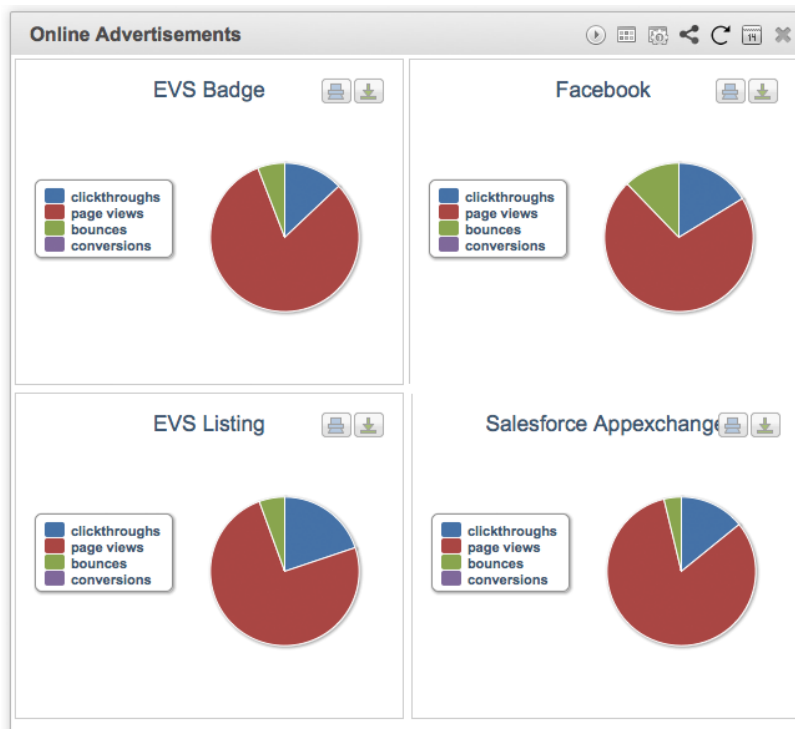
| Value: Results - Marketing Investment Performance

Features: Campaign Measurement | Web Traffic | Referral Traffic | Keyword Performance



| Value: Results - Investment Performance

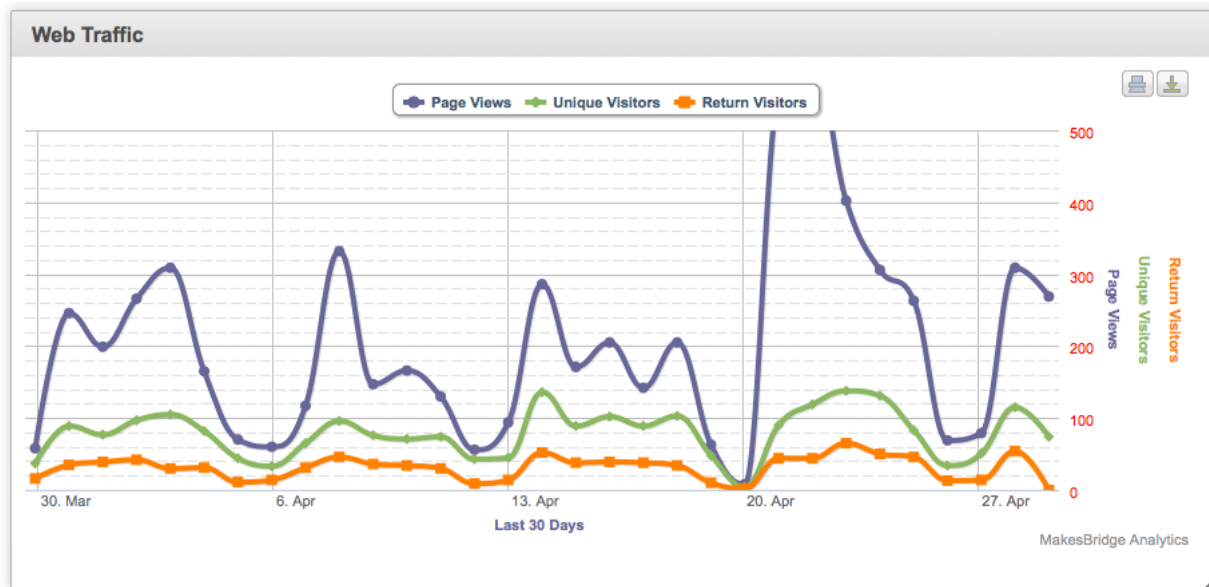
Features: Campaign Measurement | Web Traffic | Referral Traffic | Keyword Performance



| Value: Results - Investment Performance

Features: Campaign Measurement | Web Traffic | Referral Traffic | Keyword Performance

Web Traffic



| Value: Results - Investment Performance

Features: Campaign Measurement | Web Traffic | Referral Links | Keyword Performance

Referral Links	
Referral Link	Count
http://bridgemailsystem.com	24
http://content.bridgemailsystem.com	19
http://www.emailvendorselection.com/emailvendors/makesbridge	14
http://www.bridgemailsystem.com	5
https://bitly.com/a/bitlinks/1bitjaN	4
https://www.facebook.com	3
http://www.emailvendorselection.com/knock-knock-whos-there-email-authentication-the-key-to-deliverability	2
https://server.iad.liveperson.net/hc/69791877/?cmd=file&file=chatStart&site=69791877&sessionkey=H8780667644299009061-c0cbb4fb76ec400ca6bf5c79c781087dK84	1
https://secure.mijreh.com/checkout/E4CC296E51DB1D223D738F00	1
http://www.emailvendorselection.com/emailvendors/smartfocus	1
http://www.uniproweb.com/html/main.isx?sitesec=50.3.0.0&cID=2568	1
http://www.emailvendorselection.com/the-number-of-email-service-providers	1
http://www.emailvendorselection.com/emailvendors/web-power	1
http://mail.bridgemailsystem.com	1
Displaying 16 items	
MakesBridge Analytics	

| Value: Results - Investment Performance

Features: Campaign Measurement | Web Traffic | Referral Links | Keyword Performance

Top Keywords		
Keyword Text	Count	Source
Not Provided	204	Google
Not Provided	5	Yahoo
10 rules that marketers should follow to be sucessful	1	Google
bridgemail	1	Bing
http://blog.makesbridge.com/how-will-google-mobile-friendly-update-impact-your-business-and-seo/?pmc%3dfb	1	Google
bridgemail email	1	Bing
marketing automation and telesales	1	Bing
http%3a%2f%2fmakesbridge.com%2f	1	Google
makesbridge.com	1	Bing
bridgemail system	1	Google
Displaying 10 items		
MakesBridge Analytics		



| Value: Results - Leverage Public Facing Personnel

Features: Campaign Measurement | Web Traffic | Referral Traffic | Keyword Performance



| Value: Results - Client Reps Apply Personal Touch

Features: Tag Bots | Manual Tagging

Relationship Reps have instant access to customer profiles, interests and messaging activity. Use this information to conduct targeted outreach and test special offers.

Autobots tag the players who Relationship Reps should call based on digital behaviors & attributes!

Relationship Reps can manually append information using tags. For example, tag a high value customer with “Give Extreme TLC!”

Tag: Hot Dial Discovery Playing discoverv pre-sales

Please use a target to specify who I should tag.

Warm Responders

How often should I check your contacts to tag them?

Repe... After every 1 Days forever

What tags should I apply?

hot dial discovery 756 + Add Tag

Rexson Buntag

Clicked to Appexchange hot dial discovery Likes Google as CRM

Add Tag Add Close

Signup Date 31 May 2013 Last Seen 16 Hrs Ago Last 30 days 1 visits 0 actions

First Name Rexson Last Name Buntag

Title

Company mka Area Code - Telephone

Email rexson@makesbridge.com

City Country

23 Apr 2015 11:18 PM Presets Page Vis

27 Feb 2015 09:13 AM We pay

26 Feb 2015 01:40 AM We pay



| Value: Operations

Features: Elegant UI Design & Ease of Use | Fast Marketing | Proven Processes | Support | Strategy



| Value: Operations - User Adoption

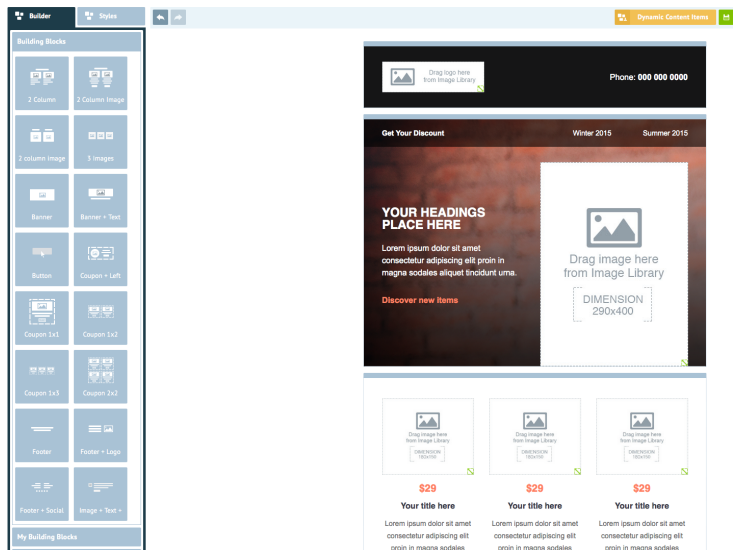
Features: Elegant UI Design & Ease of Use | Fast Marketing | Proven Processes | Support | Strategy



| Value: Operations - Zero Production Bottlenecks

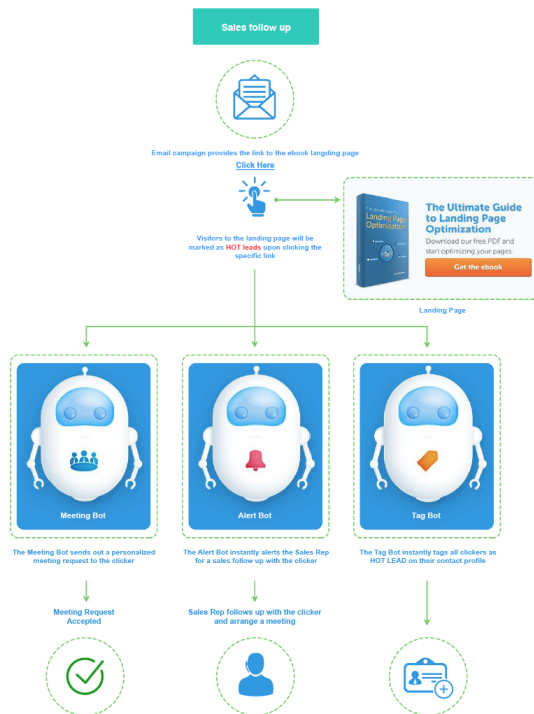
Features: Elegant UI Design & Ease of Use | Fast Marketing | Proven Processes | Support | Strategy

An amazing HTML Editor and dozens of mobile compatible templates keep marketing on the move!



| Value: Operations - Organized Outreach Process

Features: Elegant UI Design & Ease of Use | Fast Marketing | Proven Processes | Support | Strategy



| Value: Operations - Extreme Customer Care

Features: Elegant UI Design & Ease of Use | Fast Marketing | Proven Processes | Support | Strategy



Julie Bylow - Amazing Product, Exceptional Support. Incredible!

★★★★★

I'm going to be honest and say that I was apprehensive that the Makesbridge team was actually as wonderful as the reviews claim...How often does that actually happen?! But now, I can honestly say that the glowing reviews are spot-on, and my only concern is that they do not do justice in describing the product, support and service Makesbridge ...[More](#)

Apr 21, 2015 at 4:26 PM · [Comment](#) · [Like](#) · 4 · [Report Abuse](#)




Brad Haeger I completely agree. My organization has used MakesBridge for years with tremendous success. Their API allows for increased integration and application expansion. We recently setup a capability which allows our agents to publish and deliver emails directly from our MLS tool. The intuitive user interface has attributed to a large scale user adoption ...[More](#)

Today at 8:11 PM

| Value: Operations - Service Is Our Passion

Features: Elegant UI Design & Ease of Use | Fast Marketing | Proven Processes | Support | Strategy

 BridgeMail System Email Marketing, Marketing Automation
Email Marketing, Marketing Automation, Nurturing, Scoring, Analytics

OVERVIEW DETAILS **REVIEWS 48** PROVIDER [Save](#) [Get It Now](#)

^ This Review

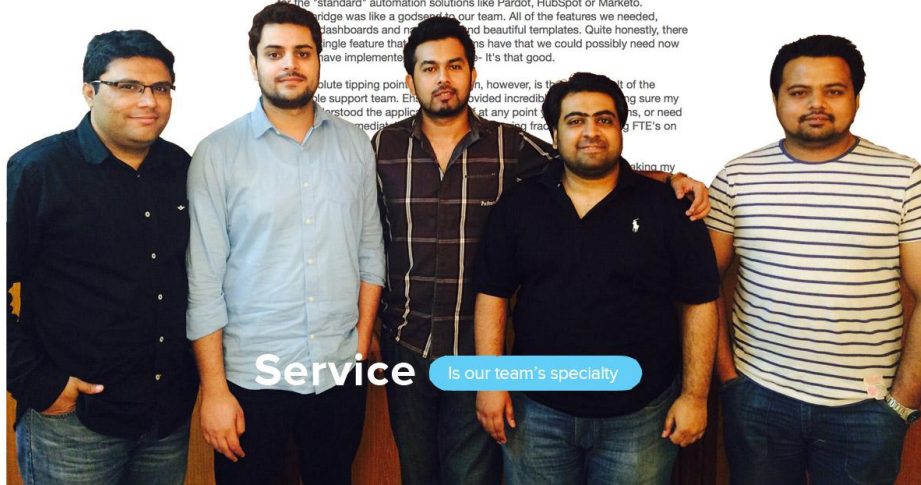


Julie Bylow - Amazing Product, Exceptional Support. Incredible!

I'm going to be honest and say that I was apprehensive that the Makesbridge team was actually as wonderful as the reviews claim...How often does that actually happen? But now, I can honestly say that the glowing reviews are spot-on, and my only concern is that they do not do justice in describing the product, support and service Makesbridge provides.

My organization is a small firm, and we were completely priced out of the market for the "standard" automation solutions like Pardot, HubSpot or Marketo. Makesbridge was like a godsend to our team. All of the features we needed, beautiful dashboards and navigation, and beautiful templates. Quite honestly, there is one single feature that our team has that we could possibly need now that we have implemented Makesbridge. It's that good.

Absolute tipping point for us, however, is the exceptional support team. Either way, they provided incredible support at any point in time, and we understood the application at any point in time, and we needed FTE's on the team.



Service

Is our team's specialty

| Value: Operations - Strategy

Features: Elegant UI Design & Ease of Use | Fast Marketing | Proven Processes | Support | Strategy



Darrel Kammeyer

Partner, Loyalty & eDialogues

Over 30 years of marketing leadership in the airline, gaming, casino and resort industries. The value of Darrel's strategic consultation alone is worth the price of an annual Makesbridge subscription.

In Darrel's highly accomplished career he has managed multi-million dollar marketing IT budgets and operating results.

Darrel has worked with over 40 casino properties - such as Mohegan Sun, Isle of Capris, Bally's Ceaser's, and Prairie Band.

What's more, In previous experience at Micro Strategy, Darrel regularly conducted consultative workshops to massive destination accounts located in S. Africa, Europe and the U.S.