

# GATORCON 2020 4TH – 6TH FEBRUARY.

OLD THORNS MANOR HOTEL

#GatorCon2020

Live Q&A at [sli.do](https://sli.do) event name **GatorCon2020**



# 2020 PRODUCT ROADMAP. AARON YATES.

#GatorCon2020

Live Q&A at [sli.do](https://sli.do) event name **GatorCon2020**

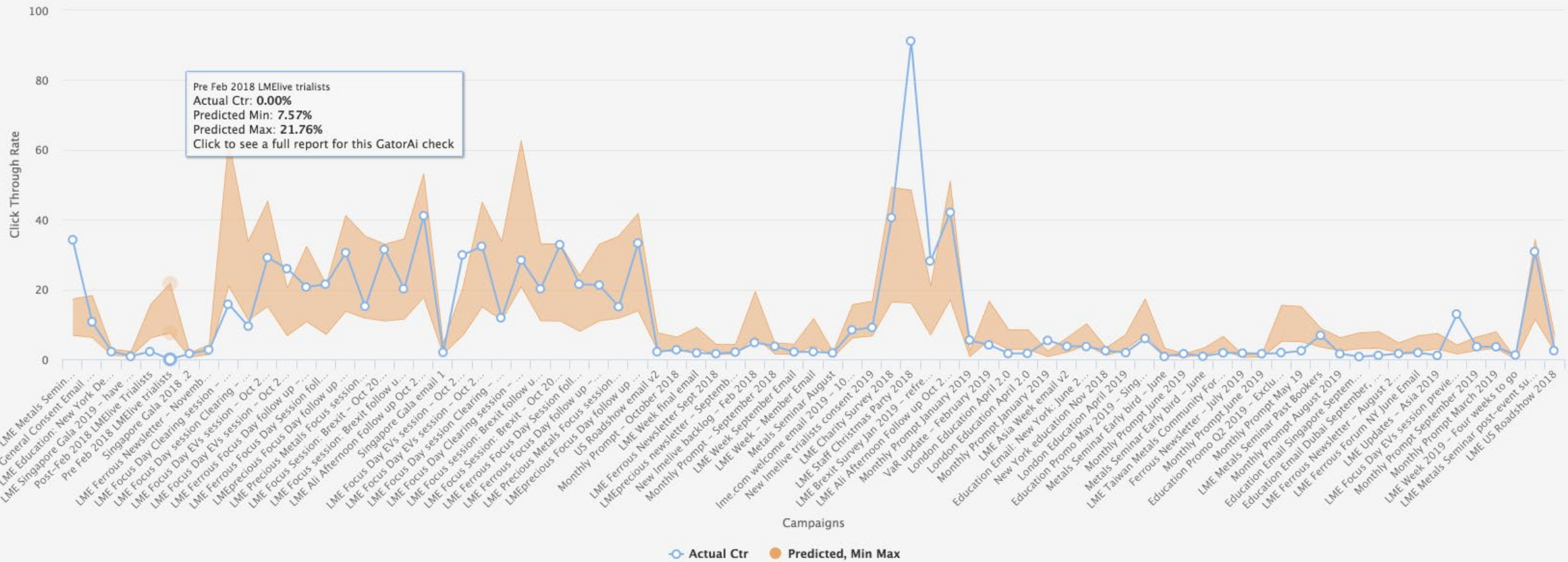




# ARTIFICIAL INTELLIGENCE

# Gator AI Prediction Vs Campaign Actual CTR

The below graph tracks AI Predicted Click Through min & max Rates against live Campaign Click Through Rates.



## Campaign Details

**Campaign:** LME Metals Seminar Past Bookers  
**Subject Line:** LME Metals Seminar - last chance for early-bird tickets  
**Final Audience:** 824

## Analysis Complete ✓

Your GatorAi test has successfully returned results. View the data below to see how you can improve your campaign.

[View tested HTML](#)

## Data Modelled ⓘ

**Data Time frame:** 36 Months  
**Total Campaigns:** 283  
**Total Emails Sent:** 1154824

## Click Through Rate

This section shows how many contacts, of your final audience, we predict may click vs your selected industry, live campaigns, and your average campaign click through rates.

**Predicted**  
5.3% - 9%

**Live**  
8.42%

**Industry**  
0.77%

**Average**  
0.09%

## Predicted Response Group

The graph below details two groups of contacts and their potential to click.  
**Clicking the bars will give you options to add these contacts to groups.**



### To help engagement consider the following...

- Create a new group and only send this campaign to contacts who are "most likely to click"
- Create a new group and send a different email to contacts who are "least likely to click"

The AI has looked at your past campaign performance and suggests:

**Decrease word count of your subject line.**

+18.9%

**Add more images.**

+17.3%

**Add more links.**

+14.5%

**Decrease vocabulary to a lower reading age.**

+14.4%

**Increase length of the Text email.**

+12.1%



Engaged  
Contacts



Content



Sent Time  
Optimisation



Advanced  
Lead Scoring



# PERFORMANCE AND UI

NEW SCREEN DESIGNS.



# NEW SCREEN DESIGNS.

## Folders

- Campaigns
  - \*\*\*Demo\*\*\*
  - \_EOA\_tests\_251016
  - Account Managers
    - Andrew Wilks
    - Boosts
    - Charlotte Training
    - Christmas Awards 2...
  - CRM/ESP Workflow
    - Customer Thursday ...
    - Email Users
  - Freemium Campaigns
  - Gator MKT
    - GatorLeads Agency
    - GatorLeads JRP
    - Nett Sales
    - New Folder
  - Nurture 2017
  - Nurture Series Boos...
  - Ollie Testing
  - Partnerships
  - PPC Auto Nurture W...
  - PPC Users
  - Product Specialists

## Campaigns

View and manage all Campaigns here.

CREATE NEW

Campaigns

ABCDEFGHIJKLMNOPQRSTUVWXYZ\*


<input type="checkbox"/>	Name	Notes	Date Created	Type	Details	Status	Actions
<input type="checkbox"/>	test		27 Jan 2020 14:14 PM			In Setup	INITIATE
<input type="checkbox"/>	Training CAO 2201		22 Jan 2020 12:20 PM			In Setup	INITIATE
<input type="checkbox"/>	TestSK		22 Jan 2020 10:46 AM			In Setup	INITIATE
<input type="checkbox"/>	GatorTest_DR_20.01.2020		20 Jan 2020 16:04 PM			In Setup	INITIATE
<input type="checkbox"/>	GatorTest_TO_20.01.2020		20 Jan 2020 15:53 PM			In Setup	INITIATE
<input type="checkbox"/>	GatorTest_DR_20.01.2020		20 Jan 2020 13:22 PM			In Setup	INITIATE
<input type="checkbox"/>	New contact DC Test		17 Jan 2020 17:16 PM			In Setup	INITIATE
<input type="checkbox"/>	TestSK		17 Jan 2020 14:17 PM			In Setup	INITIATE
<input type="checkbox"/>	Top Tips Email 1		09 Jan 2020 15:16 PM			In Setup	INITIATE
<input type="checkbox"/>	Top Tips Email 2		09 Jan 2020 15:16 PM			In Setup	INITIATE

# NEW SCREEN DESIGNS.

[Show Live Feed](#)

[Date Range - Last 7 Days](#)
[Currently viewing by Total Score](#)

[LEAD](#)
[CONTACT](#)
[COMPETITOR](#)
[CUSTOMER](#)
[PARTNER](#)
[SUPPLIER](#)
[QUALIFIED OUT](#)
[GATORLEADS CUST](#)
[TEST](#)
[ALL COMPANIES](#)






Rating	CRM	Watch	Company	Email Address	Last Visit	Total Score	Assigned To	Notes
★★★★	X		CommuniGator Limited	jimbob@communiGator.co.uk	03 Feb 2020 14:54 PM	946430	Gary Johns	
★★★★	X		Toyota Industries Corporation	takayuki.oshima@mail.toyota-shokki....	28 Jan 2020 10:12 AM	12713	Assign Lead	
★★★★	X		IPTV		31 Jan 2020 22:13 PM	8317	Assign Lead	
★★★★	X		W & H (U K) Ltd	bastian.diebold@wh.com	28 Jan 2020 11:46 AM	5278	Assign Lead	
★★★★	X		Israel Policy Forum	<input type="button" value="Get Contacts"/>	03 Feb 2020 09:50 AM	3890	Assign Lead	
★★★★	X		Road Haulage Association Limited	m.ergun@rha.uk.net	03 Feb 2020 14:15 PM	3500	Assign Lead	
★★★★	X		Activtrades	sferrero@activtrades.com	03 Feb 2020 12:06 PM	2902	Philippa Hackett	
★★★★	X		Stratogen		30 Jan 2020 10:06 AM	2902	Assign Lead	
★★★★	X		Regus PLC	<input type="button" value="Get Contacts"/>	03 Feb 2020 08:30 AM	2402	Assign Lead	
★★★★	X		JHWalter LLP	katewells@jhwalter.co.uk	03 Feb 2020 09:43 AM	2147	Assign Lead	

Total Leads In Grid: 318

**MORE TO COME. CAMPAIGN**

# MORE TO COME. CAMPAIGN

Campaign - Test campaign

 In Setup

CLOSE

SAVE AND INITIATE

SAVE

[Details](#) > [Audience](#) > [Email](#) > [Extras](#) > [Testing](#) > [Finish](#)

**CAMPAIGN DETAILS** SCHEDULE SENDING SETUP AND CONFIGURATION

Details

Campaign name

Test Campaign

Notes

Content

Campaign Type



Email



SMS



Follow Up/  
Workflow



RSS to Email

 Email is the most used Campaign type. Send emails to your audience.

Action Type


Refresh Recurring



AUDIENCE >

# MORE TO COME. CAMPAIGN

Campaign - Test campaign

 In Setup

CLOSE

SAVE AND INITIATE

SAVE

[Details](#) > [Audience](#) > [Email](#) > [Extras](#) > [Testing](#) > [Finish](#)

Audience Type



Groups

Attach a group to the campaign



Audience Selection Criteria

Build an audience based on contact criteria

Groups

Select a group to send your campaign to.

Select a Group

No Group selected

SELECT

Audience Count

COUNT AUDIENCE

[< DETAILS](#)

[EMAIL >](#)

# MORE TO COME. CAMPAIGN

Campaign - Test campaign

 In Setup

CLOSE

SAVE AND INITIATE

SAVE

Details > Audience > Email > Extras > Testing > Finish

Email Type



Standard Email

Create a new email or attach an existing email to the campaign which will be sent to your audience.



Split Test



Trial two designs and/or subject lines to a sample of your audience. Send the winning design to the rest of your audience.

## Standard Emails

Create a new email, or attach an existing one to the campaign. Optionally use articles, events or dynamic content, selection criteria and more for advanced email control

NEW EMAIL

EXISTING EMAIL

Alias	Design	Subject Line	Is Default	Text Only	Articles	Events	Dynamic Content	Actions
Testing prepop	<a href="#">Test Design</a>	Test Email Campaign	Yes	No				


- Email Settings
- Edit Email
- Preview Design
- Remove

< AUDIENCE

EXTRAS >

**MORE TO COME. GROUP BUILDER**

# MORE TO COME. GROUP BUILDER

GatorLeads GatorMail GatorSurvey GatorWorkflow GatorPopup GatorSocial GatorReports ?

Home Recent ▾ Campaigns ▾ Creative ▾ Events ▾ Audience ▾ Templates ▾ Tools ▾ Reporting ▾ Account ▾

## Group Builder

EXPORT CLOSE SAVE

Group name\*

Group description










140 total contacts ↻

[Show Advanced Settings](#)

RULES (3) GROUPS (2) MANUAL (140) SUMMARY

Create rules that define which contacts from the Master Contacts List will be included in this group.

+ NEW RULE

Rule type	(	Rule	)	And/Or	Contacts	Actions
Contact	( ▾	EmailLogin contains ollie	) ▾	And ▾	4	  
Campaign	( ▾	All Hits on Release Newsletter Sept 2019 between 8/21/2019 and 9/4/2019	) ▾	Or ▾	36	  
Lead Score	( ▾	(Category)	) ▾	- ▾	100	  




# MORE TO COME. GROUP BUILDER

## Group Builder

 EXPORT  CLOSE  SAVE

Group name\*  Group description

140 total contacts 

[Show Advanced Settings](#)

RULES (3) **GROUPS (2)** MANUAL (140) SUMMARY

Add existing groups to this group. Groups that contain other groups cannot be included.

 COUNT CONTACTS


Included Groups   CLEAR  EXCLUDE  ADD

<input type="checkbox"/> Group Name	Contacts
<input type="checkbox"/> Group 1	-

Excluded Groups   CLEAR  INCLUDE

<input type="checkbox"/> Group Name	Contacts
<input type="checkbox"/> Group 2	-

# MORE TO COME. GROUP BUILDER

GatorLeads GatorMail GatorSurvey GatorWorkflow GatorPopup GatorSocial GatorReports ?

Home Recent Campaigns Creative Events Audience Templates Tools Reporting Account

## Group Builder

EXPORT CLOSE SAVE

Group name\*  Group description

[Show Advanced Settings](#)

RULES (3) GROUPS (2) MANUAL (140) **SUMMARY**

All contacts included in the group are listed below. ☯ X CLEAR ➔ EXCLUDE

<input type="checkbox"/>	User ID	First Name	Last Name	Email Address	
<input type="checkbox"/>	654123	Daniel	Thorpe	daniel.thorpe@communicator.co.uk	X ➔
<input type="checkbox"/>	654123	Dan	Thorpe	walter_pete@annalise.ca	
<input type="checkbox"/>	654234	Andrew	Callaway	andrew.callaway@communicator.co.uk	
<input type="checkbox"/>	654234	Andrew	Callaway	torphy.hilda@lola.name	
<input type="checkbox"/>	654123	Dan	Thorpe	adan_welch@gmail.com	
<input type="checkbox"/>	654234	Andrew	Callaway	russ.schaefer@asa.info	
<input type="checkbox"/>	654234	Andrew	Callaway	isadore.rath@hotmail.com	
<input type="checkbox"/>	654123	Dan	Thorpe	percival.kling@hotmail.com	
<input type="checkbox"/>	654234	Andrew	Callaway	estevan_mohr@theresa.io	

**i** Expecting more contacts?  
Contacts added by a combination of rules, groups and or manually will count as duplicates and will be shown as one contact.

140 total contacts ↻

**MORE TO COME. GATORCREATOR**

# MORE TO COME. GATORCREATOR

The screenshot displays the GatorCreator web design tool interface. At the top, a navigation bar includes the CommuniGator logo and several tool categories: GatorLeads, GatorMail, GatorSurvey, GatorWorkflow, GatorPopup, GatorSocial, and GatorApps. Below this is a toolbar with a 'New Creator Email' button, a lock icon, and buttons for 'TEXT VERSION', 'TEST CENTRE', 'SAVE', and 'SAVE & EXIT'. A 'Hide hidden elements' toggle is also present.

The main workspace is divided into two panels. On the left is the 'BLOCKS' panel, currently showing 'PAGE STYLE' settings. On the right is the 'PAGE STYLE' panel, which is currently showing 'BLOCKS' settings. The central canvas displays a webinar banner with a teal background, a laptop icon, and the text 'Webinar Gain some new skills! 31 July, 2019 • 1pm REGISTER NOW'. Below the banner is a section titled 'What you'll learn' with a bulleted list of placeholder text.

**Page Style Settings:**

- Page Properties: ^
- Padding: 20
- Width: 600px
- Background color: #F9F9F9
- Background image: CHOOSE IMAGE
- Content: ^
- Content padding: Top: 20, Right: 20, Bottom: 20, Left: 20
- Remove content padding on mobile:
- Content background: #FFFFFF
- Text: #222222

**Block Settings:**

- Webinar banner: ^
- What you'll learn: ^

**MORE TO COME. TEST CENTRE**

# MORE TO COME. TEST CENTRE

Folders

Campaigns

Folder 1

Folder 1

Folder 1

Communicator Ca...

Folder 1

Folder 1

Folder 1

Folder 1

## Campaigns

CREATE NEW



ABCDEFGHIJKLMNOPQRSTUVWXYZ\*

<input type="checkbox"/>	Name	Notes	Date Created ↓	Type	Test Centre	Details	Status	Actions
<input type="checkbox"/>	Product Release Email	Lorem ipsum dolor sit amet, consectetur...	25 Jul 2019 11:04 AM				<span>In Setup</span>	INITIATE
<input type="checkbox"/>	Campaign	Description	25 Jul 2019 11:04 AM				<span>Awaiting Ap...</span>	SETUP
<input type="checkbox"/>	GatorTest	Lorem ipsum dolor sit amet, consectetur...	25 Jul 2019 11:04 AM				<span>Initiated</span>	RESULTS
<input type="checkbox"/>	Campaign	Description	25 Jul 2019 11:04 AM				<span>Finished</span>	RESULTS
<input type="checkbox"/>	GatorTest	Lorem ipsum dolor sit amet, consectetur...	25 Jul 2019 11:04 AM				<span>In Setup</span>	SETUP
<input type="checkbox"/>	Campaign	Description	25 Jul 2019 11:04 AM				<span>In Setup</span>	INITIATE
<input type="checkbox"/>	GatorTest	Lorem ipsum dolor sit amet, consectetur...	25 Jul 2019 11:04 AM				<span>In Setup</span>	INITIATE
<input type="checkbox"/>	Campaign	Description	25 Jul 2019 11:04 AM				<span>In Setup</span>	INITIATE
<input type="checkbox"/>	GatorTest	Lorem ipsum dolor sit amet, consectetur...	25 Jul 2019 11:04 AM				<span>In Setup</span>	INITIATE
<input type="checkbox"/>	Campaign	Description	25 Jul 2019 11:04 AM				<span>In Setup</span>	INITIATE

# MORE TO COME. TEST CENTRE

## Test Centre - Product Release Email

NEW TEST CAMPAIGNS LIST PREVIEW EMAIL

Test Date/Time	Send Test To	Status	Included Tests
13 Nov 2019 • 14:04	Ollie.Boothman@communigator.co.uk	Complete	
12 Nov 2019 • 10:40	N/A	In Progress	
12 Nov 2019 • 10:40	Ollie.Boothman@communigator.co.uk	Complete	
12 Nov 2019 • 10:40	Ollie.Boothman@communigator.co.uk	Complete	

# MORE TO COME. TEST CENTRE

The screenshot displays the CommuniGator Test Centre interface. At the top, a navigation bar includes the CommuniGator logo and various product categories: GatorLeads, GatorMail, GatorSurvey, GatorWorkflow, GatorPopup, GatorSocial, and GatorApps. A secondary navigation bar contains menu items: Home, Recent, Campaigns, Creative, Events, Audience, Templates, Tools, Reporting, and Account. The main content area is titled "Test Centre - Product Release Email" and features three buttons: "NEW TEST", "CAMPAIGNS LIST", and "PREVIEW EMAIL". Below these buttons is a table with columns for "Test Date/Time" and "Send Test To". The table contains four rows of test data.

The "Test Centre - Product Release Email" modal is open, displaying the following configuration options:

- Send Test** (checked): Send a test email to an email address.
  - Send test to:  Individual Email  Group
  - Email Address:
  - [Show Advanced Options](#)
- Inbox Checker** (checked): See how your email looks in different mail systems.
  - Check specific email types:  HTML Email  Text Only Email
- Spam Test** (checked): Get advanced spam scoring based on the design and content of your email.
- GatorAi** (checked): Use Artificial Intelligence to predict the effectiveness of your email.

At the bottom of the modal, there are three buttons: "BACK TO CAMPAIGNS", "VIEW PAST RESULTS", and "START TEST".

Test Date/Time	Send Test To
13 Nov 2019 • 14:04	Ollie.Boothman@communigat
12 Nov 2019 • 10:40	N/A
12 Nov 2019 • 10:40	Ollie.Boothman@communigat
12 Nov 2019 • 10:40	Ollie.Boothman@communigat



# MORE TO COME. TEST CENTRE

## Test Results - Product Release Email

**NEW TEST** [← Back to Test Centre](#) **Test Completed** Test Date: 13 Nov 2019 • 14:04

- SEND TEST
- INBOX CHECKER
- SPAM TEST
- GATOR AI

**Send Test Activity (3)**  
This is the logged activity from the test send.

Sent	To
13 Nov 2019 • 14:04	Ollie.Boothman@communicator.co.uk

Date/Time	Description	Page ID
13 Nov 2019 • 14:04	https://www.communicator.co.uk/blog/	0
13 Nov 2019 • 14:04	https://www.communicator.co.uk/blog/	0
13 Nov 2019 • 14:04	https://www.communicator.co.uk/blog/	0

# MORE TO COME. TEST CENTRE

## Test Results - Product Release Email

NEW TEST

← Back to Test Centre

Test Completed Test Date 13 Nov 2019 • 14:04

- SEND TEST
- INBOX CHECKER
- SPAM TEST
- GATOR AI

Inbox Checker Results (36)  
Below are screenshots of the email design as it appears in different Email Clients.

Initiated	Test Completed	Associated Contact
13 Nov 2019 • 14:04	13 Nov 2019 • 14:05	Ollie Boothman

Desktop

The grid displays eight screenshots of the email design as it appears in different email clients. The first row shows AOL Chrome, AOL Firefox, Apple Mail 10, and Apple Mail 11. The second row shows Google Apps Chrome, Google Apps Firefox, Google Apps IE 11, and iPad Air. Each screenshot shows the email content rendered in the respective client's interface.

# MORE TO COME. TEST CENTRE

## Test Results - Product Release Email

[NEW TEST](#) [Back to Test Centre](#) Test Completed Test Date: 13 Nov 2019 • 14:04

- SEND TEST
- INBOX CHECKER
- SPAM TEST
- GATOR AI

### Spam Test Results

These results show whether the email design fails any spam filters.

Initiated	Test Completed	Associated Contact
13 Nov 2019 • 14:04	13 Nov 2019 • 14:05	Ollie Boothman

FEEDBACK FILTERS (6) PASS/FAIL FILTERS (24)

Results Filter Results: Failed Passed

AOL	B2C	Passed
Apple Mail 10	B2C	Failed
Apple Mail 11	B2C	Failed
Barracuda	B2B	Passed
Cloudmark	B2B	Passed
DKIM	B2C	Passed
Fastmail	B2C	Passed
Gmail	B2C	Passed

# MORE TO COME. TEST CENTRE

## Test Results - Product Release Email

[NEW TEST](#) [Back to Test Centre](#) Test Completed Test Date: 13 Nov 2019 • 14:04

- SEND TEST
- INBOX CHECKER
- SPAM TEST
- GATOR AI

### Campaign Details

**Campaign:** Readability & Digital Copywriting  
08.10.19 Invite 1

**Subject Line:** Seminar: Readability and Digital Copywriting

**Final Audience:** 16424

### Analysis Complete ✓

Your GatorAI test has successfully returned results.  
View the data below to see how you can improve your campaign.

[View tested HTML](#)

### Data Modelled ⓘ

**Data Time frame:** 39 Months

**Total Campaigns:** 1679

**Total Emails Sent:** 10911530

### Click Through Rate

This section shows how many contacts, of your final audience, we predict may click vs your selected industry, live campaigns, and your average campaign click through rates.

<b>Predicted</b> 1.9% - 3.3%	<b>Live</b> 1.5%
<b>Industry</b> 0.65%	<b>Average</b> 0.25%

### Predicted Response Group

The graph below details two groups of contacts and their potential to click.  
**Clicking the bars will give you options to add these contacts to groups.**

**To help engagement consider the following...**

- Create a new group and only send this campaign to contacts who are "most likely to click"
- Create a new group and send a different email to contacts who are "least likely to click"

The AI has looked at your past campaign performance and suggests:

- Increase length of the Text email.** +72%
- Add more images.** +35.5%

**MORE TO COME. NEW MENU**

# MORE TO COME. NEW MENU

- Folders
- Campaigns
    - AY Area
    - Boosts

## Campaigns

View and manage all Campaigns here.

CREATE NEW [Icons] Campaigns ABCDEFGHIJKLMNOPQRSTUVWXYZ\*

<input type="checkbox"/>	Name	Notes	Date Created	Type	Details	Status	Actions
<input type="checkbox"/>	ay		14 Jan 2020 17:05 PM	[Icon]	[Icon] [AI]	In Setup	INITIATE [Trash]
<input type="checkbox"/>	test links		30 Sep 2019 08:14 AM	[Icon]	[Icon] [AI]	In Setup	INITIATE [Trash]
<input type="checkbox"/>	test		29 Sep 2019 23:13 PM	[Icon]	[Icon] [AI]	Finished	RESULTS [Trash]
<input type="checkbox"/>	test		30 Jun 2019 23:35 PM	[Icon]	[Icon] [AI]	Finished	RESULTS [Trash]
<input type="checkbox"/>	123		03 Dec 2018 10:19 AM	[Icon]	[Icon] [AI]	In Setup	INITIATE [Trash]
<input type="checkbox"/>	aaron performance 2 campaign		27 Sep 2018 18:21 PM	[Icon]	[Icon] [AI]	Finished	RESULTS [Trash]
<input type="checkbox"/>	aarons performance test campaign		27 Sep 2018 18:09 PM	[Icon]	[Icon] [AI]	Finished	RESULTS [Trash]
<input type="checkbox"/>	test2		24 Sep 2018 16:19 PM	[Icon]	[Icon] [AI]	In Setup	INITIATE [Trash]
<input type="checkbox"/>	AY Oct 17		24 Sep 2018 16:15 PM	[Icon]	[Icon] [AI]	In Setup	INITIATE [Trash]
<input type="checkbox"/>	AY test Aug		02 Aug 2018 13:09 PM	[Icon]	[Icon] [AI]	Finished	RESULTS [Trash]

# MORE TO COME. NEW MENU

CommuniGator GatorLeads GatorMail GatorSurvey GatorWorkflow GatorPopup GatorSocial GatorApps ? OB

< Close

Folders

- Folders
- Home
- Recent
- Campaigns
- Creative
- Events
- Audience
- Templates
- Tools
- Reporting
- Exports

Folders

- Campaigns
  - Folder 1
  - Folder 1
  - Folder 1
  - Communicator Camp...
    - Folder 1
    - Folder 1
    - Folder 1
    - Folder 1

### Campaigns

View and manage all campaigns here.


CREATE NEW [Filter] [Print] [Trash]

ABCDEFGHIJKLMNOPQRSTUVWXYZ\*

<input type="checkbox"/>	Name	Notes	Date Created	Type	Details	Status	Actions
<input type="checkbox"/>	Product Release Email	Lorem ipsum dolor sit amet...	25 Jul 2019 11:04 AM	[Icon]	[Icon] [AI] [Icon]	[Blue Circle]	INITIATE [Trash]
<input type="checkbox"/>	Campaign	Description	25 Jul 2019 11:04 AM	[Icon]	[Icon] [AI] [Icon]	[Red Circle]	SETUP [Trash]
<input type="checkbox"/>	GatorTest	Lorem ipsum dolor sit amet...	25 Jul 2019 11:04 AM	[Icon]	[Icon] [AI] [Icon]	[Yellow Circle]	RESULTS [Trash]
<input type="checkbox"/>	Campaign	Description	25 Jul 2019 11:04 AM	[Icon]	[Icon] [AI] [Icon]	[Green Circle]	RESULTS [Trash]
<input type="checkbox"/>	GatorTest	Lorem ipsum dolor sit amet...	25 Jul 2019 11:04 AM	[Icon]	[Icon] [AI] [Icon]	[Blue Circle]	SETUP [Trash]
<input type="checkbox"/>	Campaign	Description	25 Jul 2019 11:04 AM	[Icon]	[Icon] [AI] [Icon]	[Blue Circle]	INITIATE [Trash]
<input type="checkbox"/>	GatorTest	Lorem ipsum dolor sit amet...	25 Jul 2019 11:04 AM	[Icon]	[Icon] [AI] [Icon]	[Blue Circle]	INITIATE [Trash]
<input type="checkbox"/>	Campaign	Description	25 Jul 2019 11:04 AM	[Icon]	[Icon] [AI] [Icon]	[Blue Circle]	INITIATE [Trash]
<input type="checkbox"/>	GatorTest	Lorem ipsum dolor sit amet...	25 Jul 2019 11:04 AM	[Icon]	[Icon] [AI] [Icon]	[Blue Circle]	INITIATE [Trash]
<input type="checkbox"/>	Campaign	Description	25 Jul 2019 11:04 AM	[Icon]	[Icon] [AI] [Icon]	[Blue Circle]	INITIATE [Trash]

24 items in 3 pages

Rows per page: 10 Page 1 < >

Month on Month Change 



# MARKETING DASHBOARDS





### GatorLeads

Instance: Communicator



15

New Leads Today

40

Total Leads Today

90

Total Leads (Week)

369

Total Leads (Month)

Chart title



### GatorMail

Instance: EMarketing LZ

Select Instance

Duplicate

Remove

1

Campaigns Sent

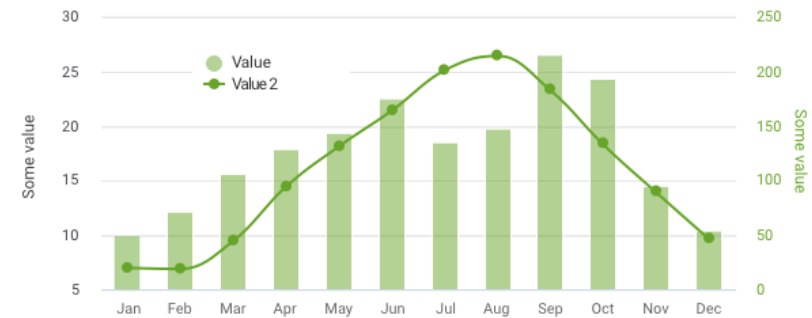
1550

Sent Emails

985

Clicks

Chart title



### GatorLeads

Select Instance...



Communicator

GatorLeads

Support Testing

New Leads Today

Total Leads (Month)

### GatorSurvey

Instance: Park Group Deals



2

Active Surveys

15

New Responses

10

New Responses Completed



### GatorWorkflow

Instance: tim.osbourne@commu...



10

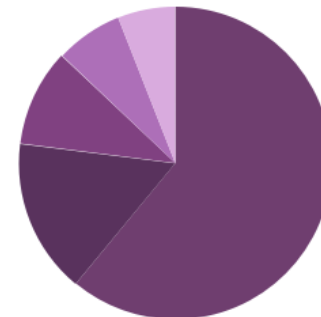
Active Workflows

150

New Contacts Entered

140

Contacts Exited





### Instances

Communigator

EMarketing LZ

Gator

Testing

### Options

Show

Leads Identified

Killer Values

UTM's

[SEND PDF](#)

Filter by

[EDIT](#)

Folders

[All Folders](#)

Name

Filter by name

Description

Filter by description

### Leads Identified

UTMs

Killer Values

[VIEW DATA](#)



15

New Leads Today

40

Total Leads Today

90

Total Leads (Week)

369

Total Leads (Month)



### UTMs

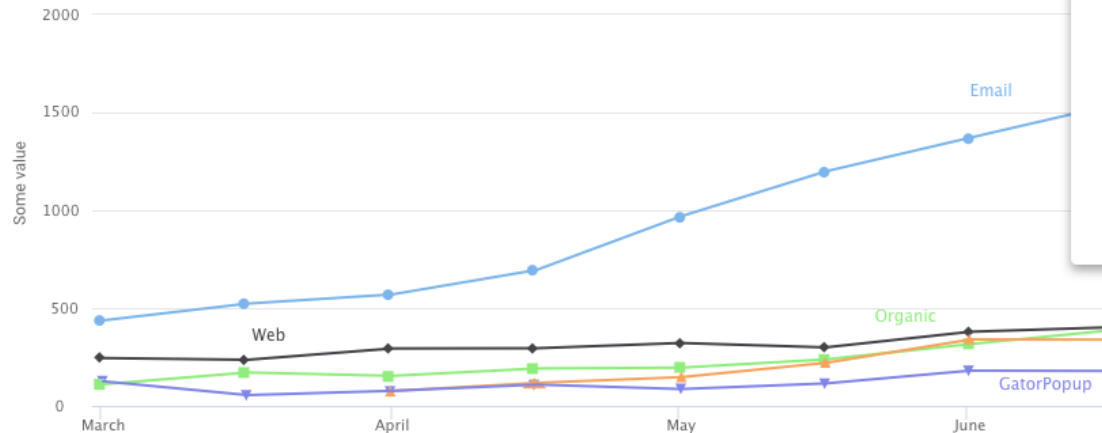


Chart Type

- Bar
- Scatter
- Line
- Pie

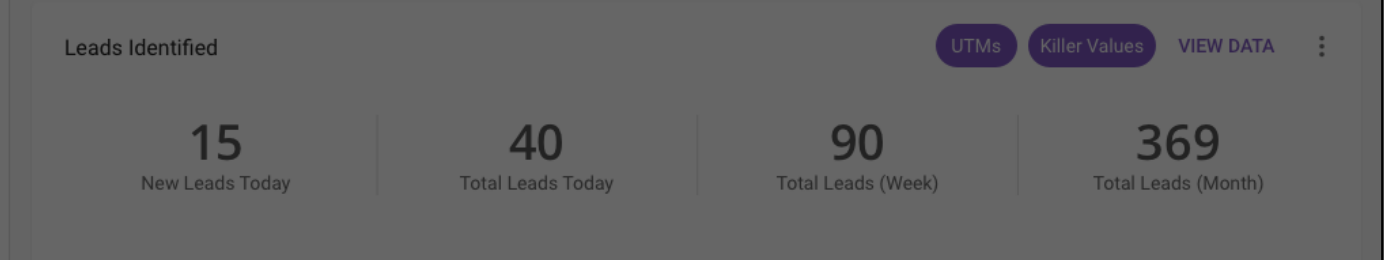
Instances

CommuniGator

EMarketing LZ

Gator

Testing



- Options
- Show
- Leads Ident
  - Killer Values
  - UTM's
- [SEND PDF](#)

Filter by

Folders

**All Folders**

Name

Description

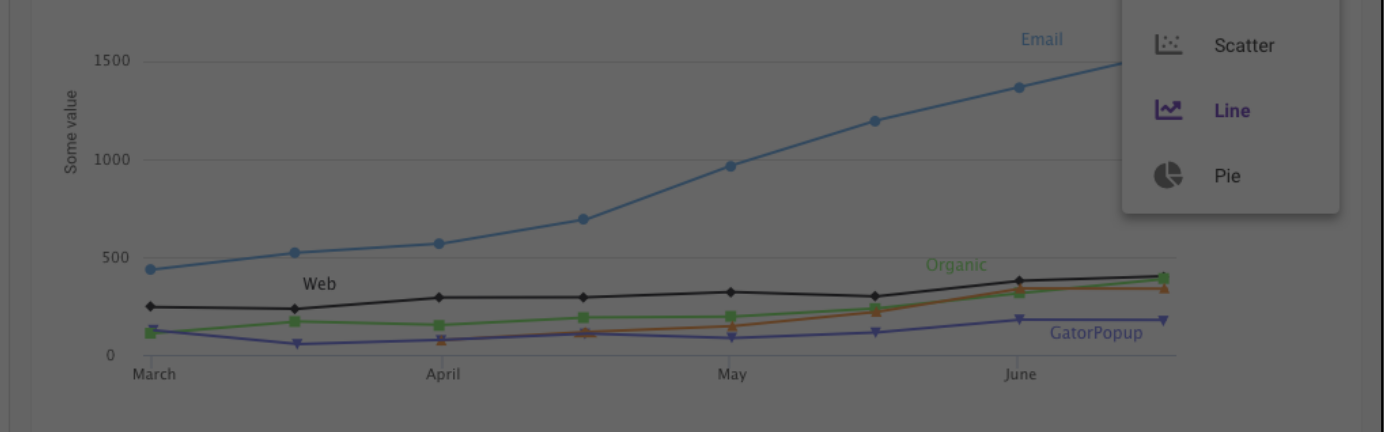
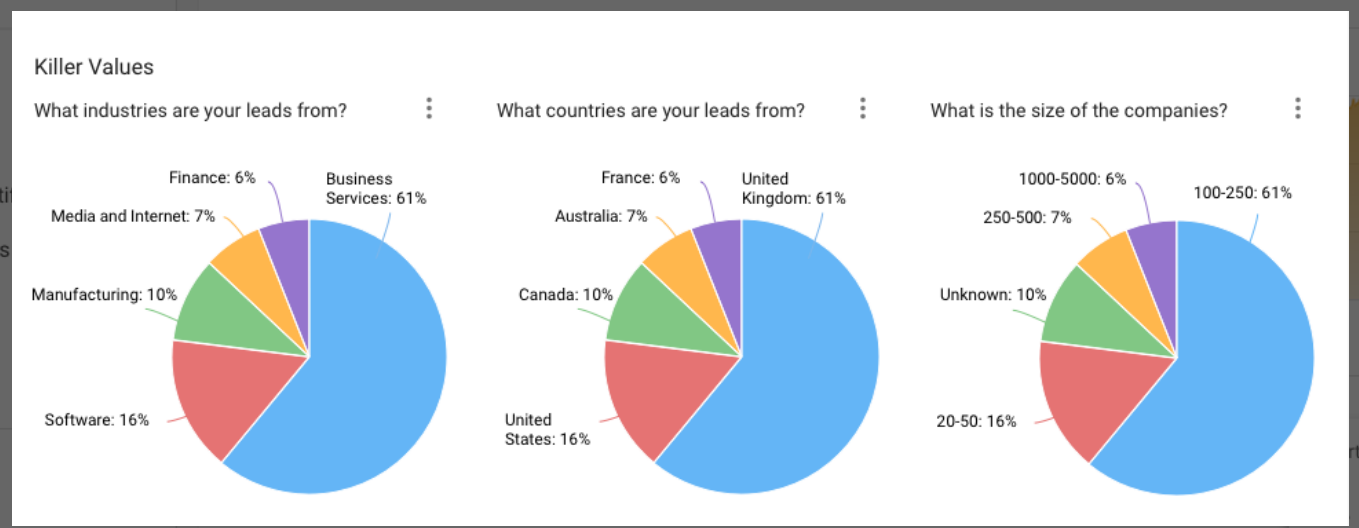


Chart Type

- Bar
- Scatter
- Line**
- Pie



### Graphs

[Website Visitors](#)[Asset Requests](#)[Form Fill \(Sales\) Requests](#)[Events](#)

### Instances

[Communigator](#)[EMarketing LZ](#)[Gator](#)[Testing](#)

### Options

Show

 Leads Identified Killer Values UTM's[SEND PDF](#)

Filter by

[EDIT](#)

Folders

[All Folders](#)

Name

Filter by name

### Website Visitors

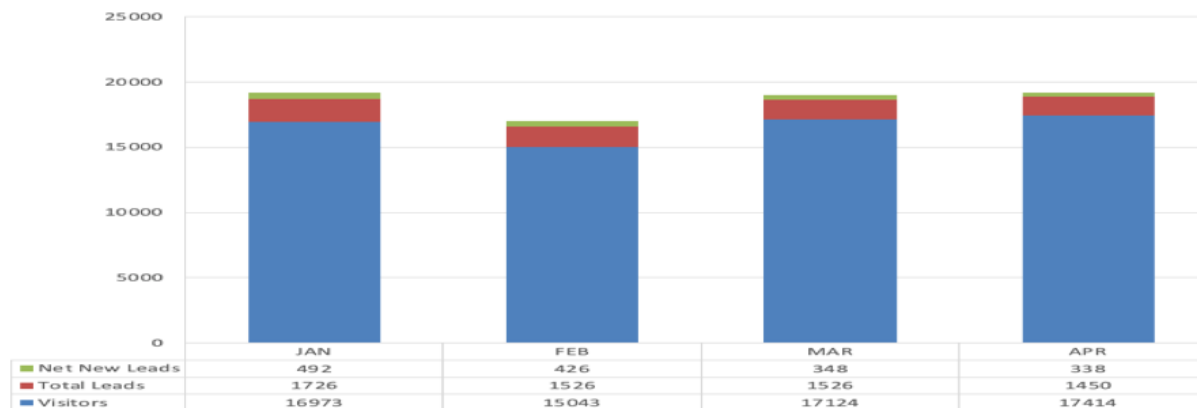
[UTMs](#)[Killer Values](#)[VIEW DATA](#)

15  
New Leads Today

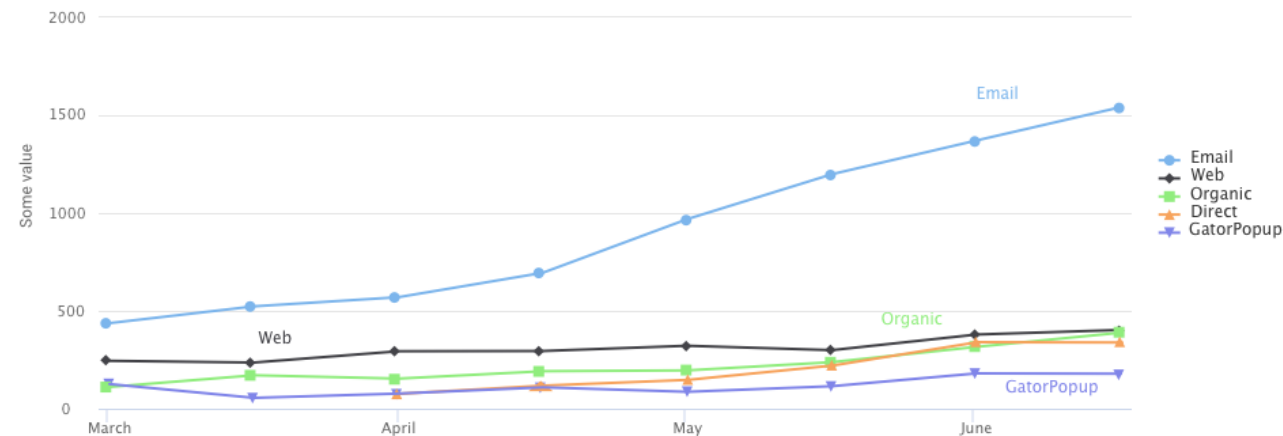
40  
Total Leads Today

90  
Total Leads (Week)

369  
Total Leads (Month)



### UTMs

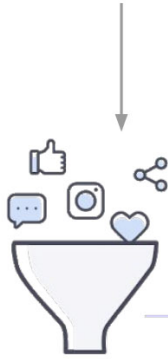




**GATORSOCIAL**

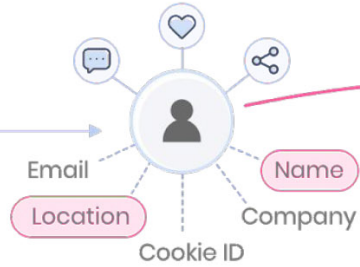
# LEAD MATCHING.

Brand-generated content is posted in corporate accounts and shared by advocates

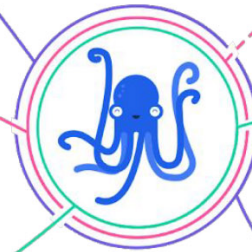


Collecting Social Engagement Data

Building Graph Profiles



Matching AI



80%

100%

X

Lead Database

PERSON A

- Name
- Email
- Phone number
- Company
- Location

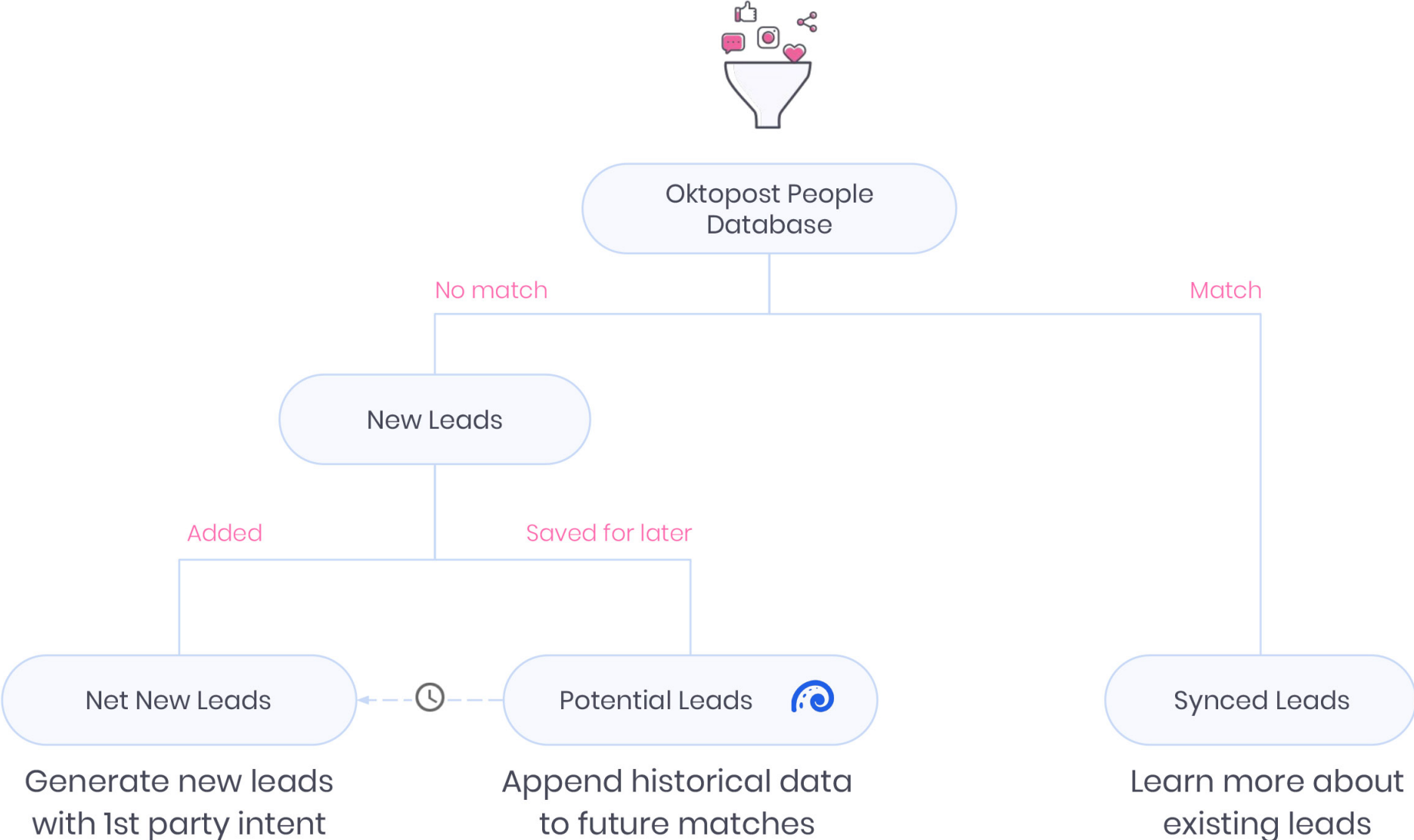
PERSON B

- Name
- Email
- Phone number
- Company
- Location

PERSON C

- Name
- Email
- Phone number
- Company
- Location

# CREATING NEW LEADS.



# LEAD GENERATION.

**People Database**

New  
Saved  
Synced  
Ignored

**New**

Search  Filters

1-20 of 45 < >

<input type="checkbox"/>	NAME	EMAIL	ACCOUNT	MATCH	LAST ACTIVITY	LAST ACTIVITY TIME	<input type="button" value="refresh"/> <input type="button" value="add"/> <input type="button" value="remove"/>
<input type="checkbox"/>	Marina Puchkov	-	-	-	Direct Message	20 hours ago	
<input type="checkbox"/>	Vitalii Kovalchuk	-	-	-	Direct Message	5 days ago	
<input type="checkbox"/>	Vitaly Redkin	vredkin@hotmail.com	Scipio - ...	-	Click	9 days ago	
<input type="checkbox"/>	Oktotest	-	-	-	Reaction	14 days ago	
<input type="checkbox"/>	Orit Avichzer	-	-	-	Reaction	Nov 14, 2019	
<input type="checkbox"/>	Julia Shapiro	-	-	-	Reaction	Nov 11, 2019	
<input type="checkbox"/>	Jamie Cameron	-	-	-	Reaction	Nov 11, 2019	
<input type="checkbox"/>	Sebastian Glen	-	-	-	Reaction	Nov 5, 2019	
<input type="checkbox"/>	Alexey Puchkov	-	-	86%	Comment	Sep 25, 2019	
<input type="checkbox"/>	Security Testing	-	-	-	Retweet	Jul 23, 2019	
<input type="checkbox"/>	Lee Bermanis	-	-	-	Reaction	Jun 4, 2019	





**YOUR VOICE**



Folders



Campaigns

Folder 1

Folder 1

Folder 1

Release Newsletter

Release Newslet...

Folder 1

Folder 1

Folder 1

Campaigns

View and manage all campaigns here.

CREATE NEW



Release Newsletter De...

<input type="checkbox"/>	Name	Notes	Date Created	Type				
<input type="checkbox"/>	Product Release Email		25 Jul 2019 11:04 AM					
<input type="checkbox"/>	Campaign		25 Jul 2019 11:04 AM					
<input type="checkbox"/>	GatorTest		25 Jul 2019 11:04 AM					
<input type="checkbox"/>	Campaign		25 Jul 2019 11:04 AM					
<input type="checkbox"/>	GatorTest		25 Jul 2019 11:04 AM					
<input type="checkbox"/>	Campaign		25 Jul 2019 11:04 AM					
<input type="checkbox"/>	GatorTest		25 Jul 2019 11:04 AM			AI	<span style="color: blue;">●</span> In Setup	INITIATE
<input type="checkbox"/>	Campaign		25 Jul 2019 11:04 AM			AI	<span style="color: blue;">●</span> In Setup	INITIATE
<input type="checkbox"/>	GatorTest		25 Jul 2019 11:04 AM			AI	<span style="color: blue;">●</span> In Setup	INITIATE
<input type="checkbox"/>	Campaign		25 Jul 2019 11:04 AM			AI	<span style="color: blue;">●</span> In Setup	INITIATE



Ollie Boothman

ollie.boothman@communigator.co.uk

[My Account](#)

[Find Accounts](#)

[My Company](#)



Home



Product Dashboard



Accounts



Companies



Log Out

- Folders
- ▼ Campaigns
    - Folder 1
    - Folder 1
    - Folder 1
  - ▼ Release Newsletter
    - Release Newslet...
    - Folder 1
    - Folder 1
    - Folder 1

### Campaigns

View and manage all campaigns here.

CREATE NEW [Filter] [Download] [Folder] Release Newsletter De... ABCDEFG [Sort] XYZ\*

<input type="checkbox"/>	Name	Notes	Date Created	Type	Details	Status	Actions
<input type="checkbox"/>	Product Release Email		25 Jul 2019 11:04 AM	[Icon]	[Icon] AI [Icon]	In Setup	INITIATE [Trash]
<input type="checkbox"/>	Campaign		25 Jul 2019 11:04 AM	[Icon]	[Icon] AI	Awaiting Ap...	SETUP [Trash]
<input type="checkbox"/>	GatorTest		25 Jul 2019 11:04 AM	[Icon]	[Icon] AI [Icon]	Initiated	RESULTS [Trash]
<input type="checkbox"/>	Campaign		25 Jul 2019 11:04 AM	[Icon]	[Icon] AI	Finished	RESULTS [Trash]
<input type="checkbox"/>	GatorTest		25 Jul 2019 11:04 AM	[Icon]	[Icon] AI [Icon]	In Setup	SETUP [Trash]
<input type="checkbox"/>	Campaign		25 Jul 2019 11:04 AM	[Icon]	[Icon] AI	In Setup	INITIATE [Trash]
<input type="checkbox"/>	GatorTest		25 Jul 2019 11:04 AM	[Icon]	[Icon] AI	In Setup	INITIATE [Trash]
<input type="checkbox"/>	Campaign		25 Jul 2019 11:04 AM	[Icon]	[Icon] AI [Icon]	In Setup	INITIATE [Trash]
<input type="checkbox"/>	GatorTest		25 Jul 2019 11:04 AM	[Icon]	[Icon] AI	In Setup	INITIATE [Trash]
<input type="checkbox"/>	Campaign		25 Jul 2019 11:04 AM	[Icon]	[Icon] AI	In Setup	INITIATE [Trash]

- Help Site
- Raise a Support Ticket
- Feature Requests
- Product Releases
- Service Status

## Good Afternoon, John! How can we help?

Search by any of the columns shown below

### Information

This is a list of your Organisation's open Cases. You can use the search to find a Case by any of the columns shown below. Hover over a row in the table, and click to view a Case's progress or provide more information.

Case Number	Created At	Summary	Name	Status
CGT-1672	24/01/2020 11:11	integration broken (CGT-1672)	John Doe	New
CGT-1651	20/01/2020 15:56	test sla 3		New
CGT-1650	20/01/2020 15:05	test sla 2		New
CGT-1649	20/01/2020 15:54	test sla		New
CGT-1641	14/01/2020 17:47	No Sends		In Progress
CGT-1638	14/01/2020 17:59	Sends not working		New
CGT-1635	10/01/2020 14:32	Campaign x n		New
CGT-1615	18/12/2019 16:51	test		In Progress
CGT-1614	18/12/2019 16:34	test		In Progress
CGT-1613	18/12/2019 15:25	test		In Progress

Showing 1 to 10 of 12 entries

### Raise New Case

Have you checked our [website](#) for an answer to your query?

**Summary**

Summary

**Question/Description of your problem**

?

Choose a file...

Cancel Create Case

# FEATURE REQUEST.



CommuniGator

GatorLeads ▾

GatorMail ▾

GatorSurvey ▾

GatorWorkflow ▾

GatorPopUp ▾

GatorSocial ▾

GatorApps ▾



AY

## Feature Requests


What features would you like to see in the GatorSuite? Create a Post below or search existing customer requests and vote. The highest voted features go into a quarterly review for approval.

Suggest a new feature

Select Category ▾

TITLE  
Your brilliant idea













DETAILS  
Any additional details...



Powered by Canny

Showing **Top** ▾ posts in **All Categories** ▾



-  **19** **Add Form into Popup**   
We don't want to redirect people to another page to form fill, so can the popup not be the form itself?
-  **14** **The ability to attach a calender invite in GatorCreator**   
create an HTML block that allows me to attach a calendar invite in Gator Creator?
-  **12** **Live Chat / Chat Bot**   
Adding a live chat feature to the Gator product
-  **11** **Remove Invalid COI links on Creator 'templates' or create a warning**   
Some of the generic GatorCreator email templates (e.g. Seminar Template and Food 2019) contain confirmation opt in links. These links do not have any COI id assigned to them.
-  **10** **Can we attach Multiple Groups to Campaigns**   
Multiple group attachment to campaigns
-  **9** **Add 'Go back' step when importing CSV file**   
It is not possible to go back stages when you import a CSV file, please can we add this



# ROADMAP.

