

CTO



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Product Roadmap

Marketing Automation Suite



2018 so far

GDPR

- ✓ Right to be forgotten
- ✓ Subject access request
- ✓ Export centre

GatorMail

- ✓ Campaign Industry Report
- ✓ Advanced BOT detection
- ✓ Folder & Grid Persistence

GatorLeads

- ✓ Outlook PURL

GatorCreator

- ✓ Dynamic content
- ✓ Pre header text
- ✓ Block library
- ✓ Landing zone
- ✓ Send Test
- ✓ Custom blocks

2019 Roadmap

- ✓ Product Enhancements
- ✓ New Products
- ✓ Roadmap Timings



Product Enhancements

GatorMail UX/UI

- ✓ New test centre
- ✓ Calendar
- ✓ Campaign results
- ✓ Import CSV
- ✓ Group builder
- ✓ Campaign details

GatorCreator

- ✓ Read only block
- ✓ Link checker
- ✓ Calendar invites
- ✓ Event system
- ✓ Inboxchecker

GatorMail

- ✓ Regional Email Sending

GatorWorkflow

- ✓ Survey actions
- ✓ Event actions

GatorEvents

- ✓ Improved website delivery
- ✓ GatorCreator integration
- ✓ Workflow integration

New Products

- ✓ GatorAi
- ✓ GatorMobile
- ✓ GatorPopup



GatorAi

- ✓ Only the start of the journey
- ✓ Understanding data
- ✓ Predicting behaviour
- ✓ Where next ...



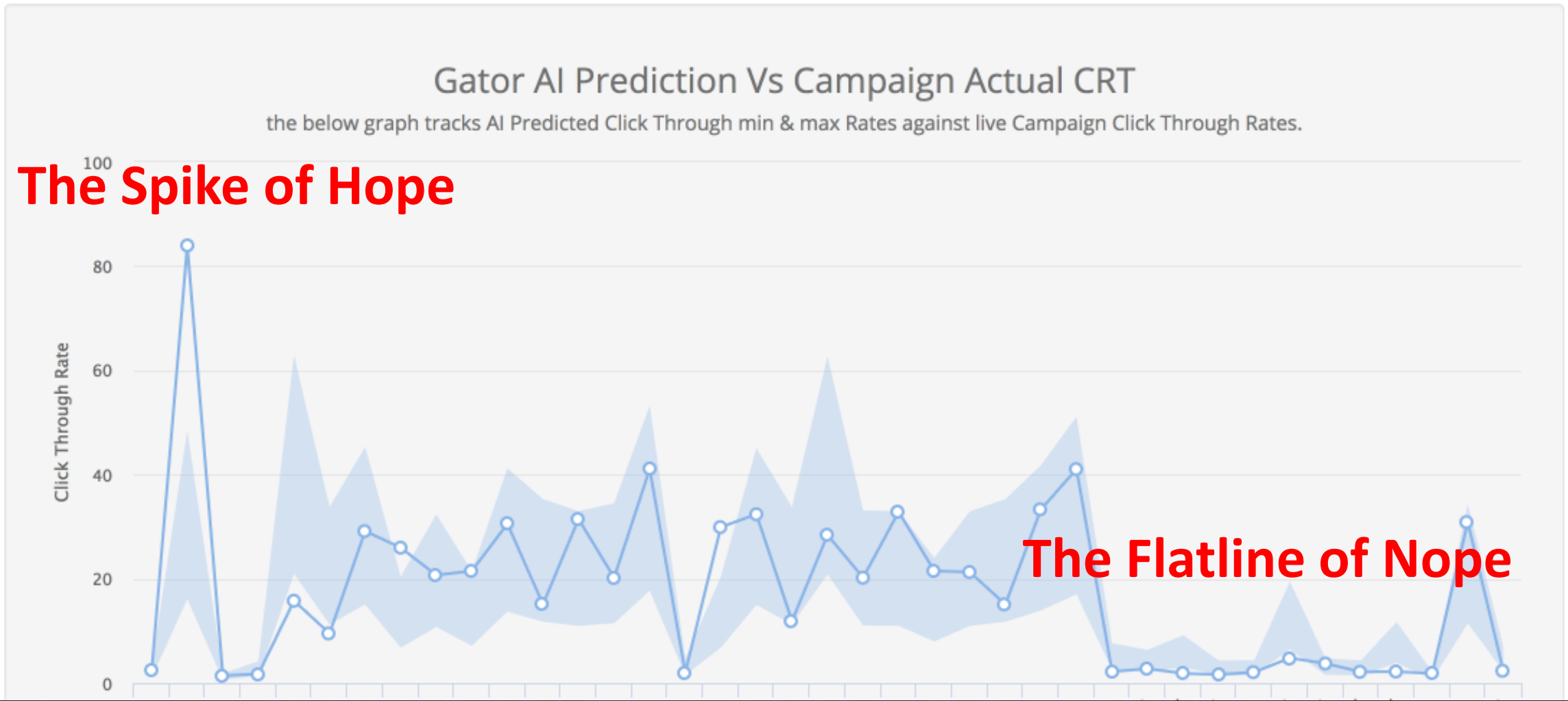
Automated Ai Last 3 Months

Gator AI Prediction Vs Campaign Actual CRT

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

The Spike of Hope

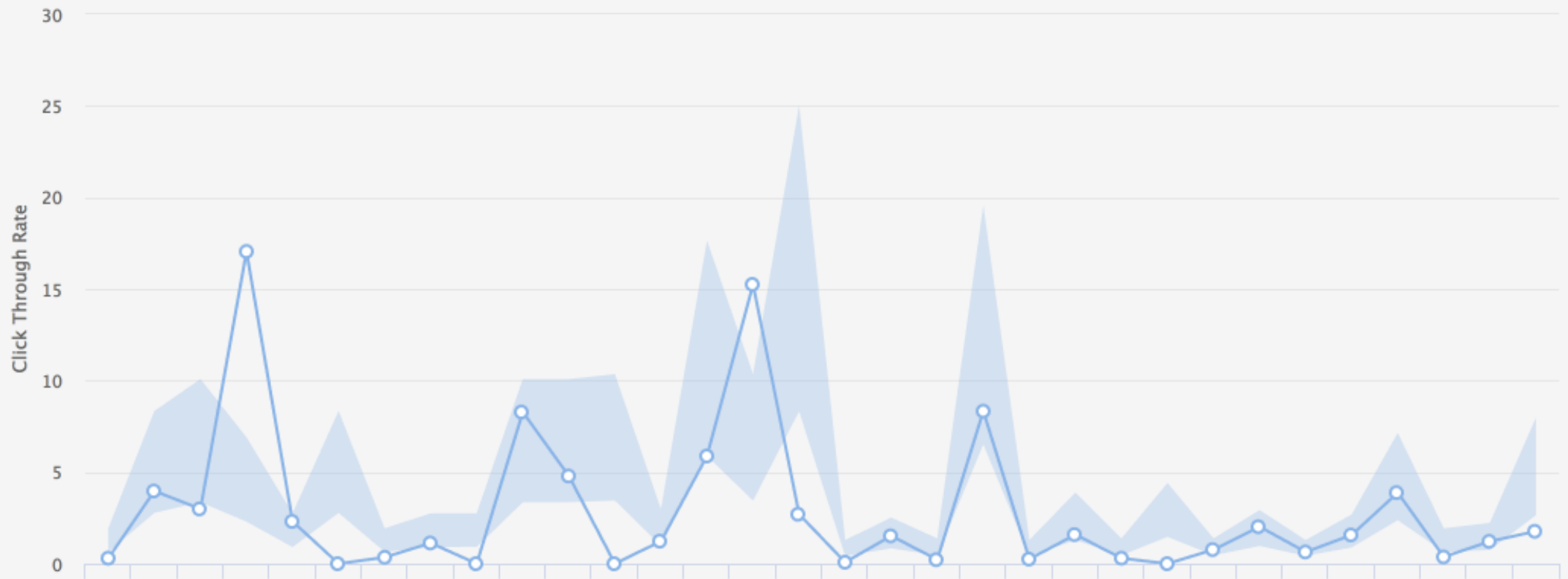
The Flatline of Nope



Machine Learning

Gator AI Prediction Vs Campaign Actual CRT

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



Campaign Details

Campaign: LME Ferrrous Newsletter - November 2018

Subject Line: Your ferrous newsletter from the LME - November 2018

Final Audience: 7618

Analysis Complete ✓

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

[Back to GatorAI list](#)

[View tested HTML](#)

Data Modelled ⓘ

Data Time frame: 22 Months

Total Campaigns: 215

Total Emails Sent: 3400942

Click Through Rate

The below details how many contacts of your final audience we predict could click vs your select industry, live campaigns and your average Campaign Click thought rates

Predicted

1% - 2%

Live

1.75%

Industry

0.77%

Average

0.09%

[Campaign Prediction Report](#)

Predicted Response Group

The graph below details two groups of contact and their potential to click. Click a bar line, to bring up options to create or edit a group with the contacts graphed



Why not create a group of only those expected to click and send, why send to those not expected to click from their past history

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

Decrease word count of your subject line.

+11.5%

Add more images.

+9.6%

Decrease vocabulary to a lower reading age.

+6.3%

Remove some paragraphs and/or text areas.

+2.4%

GatorAi

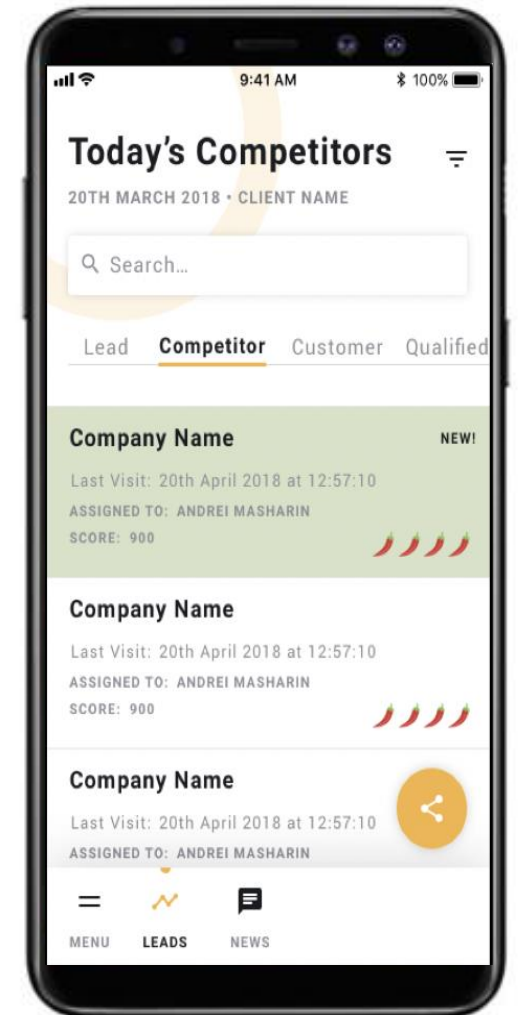
Stage 1 – December 2018

- ✓ Predict your CTR
- ✓ Highlight your unengaged audience
- ✓ Give recommendations
 - ✓ Readability Score: Flesch-Kincaid
- ✓ Graph historical Predicted v Actual CTR

GatorMobile

On the go access

- ✓ Identify
- ✓ Manage
- ✓ Convert

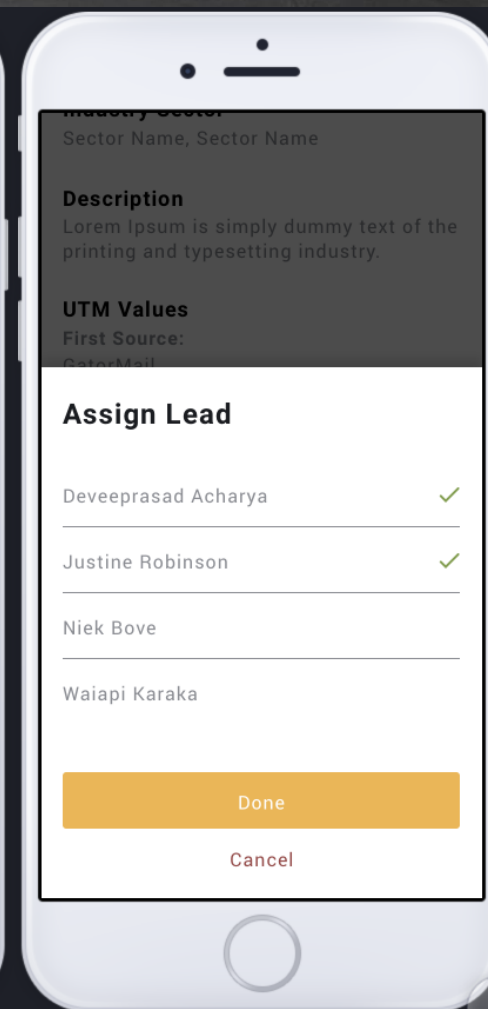
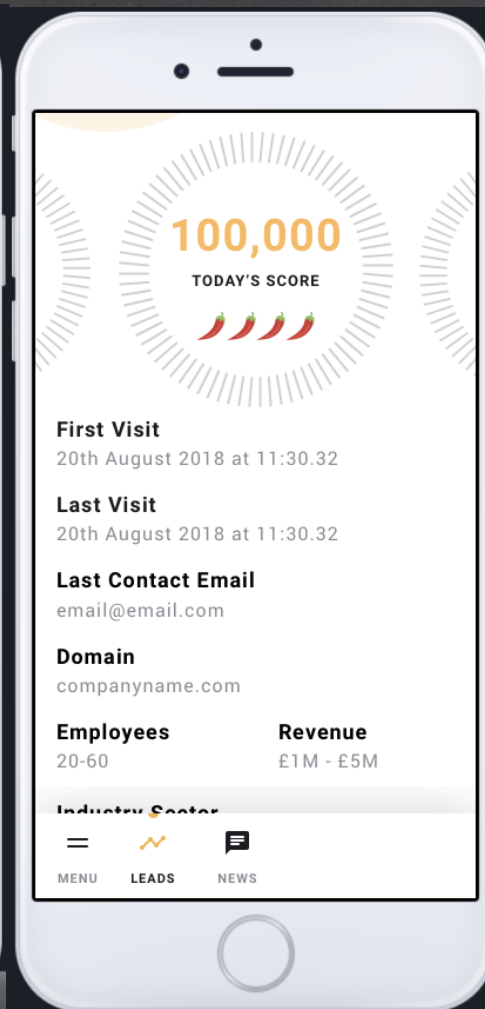
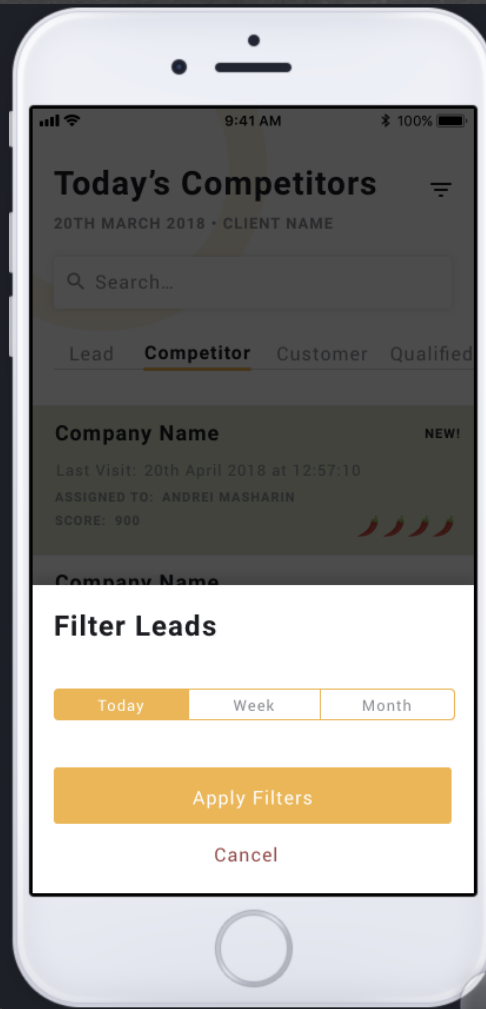
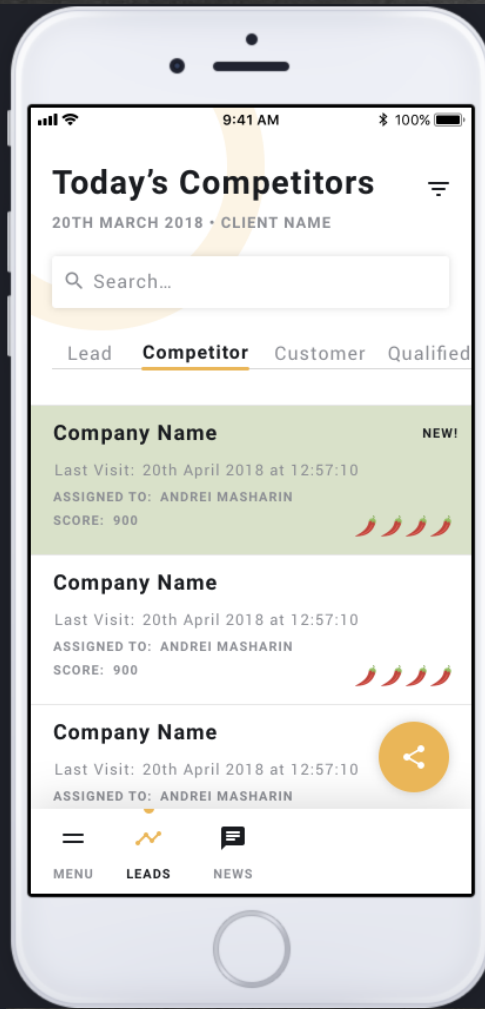
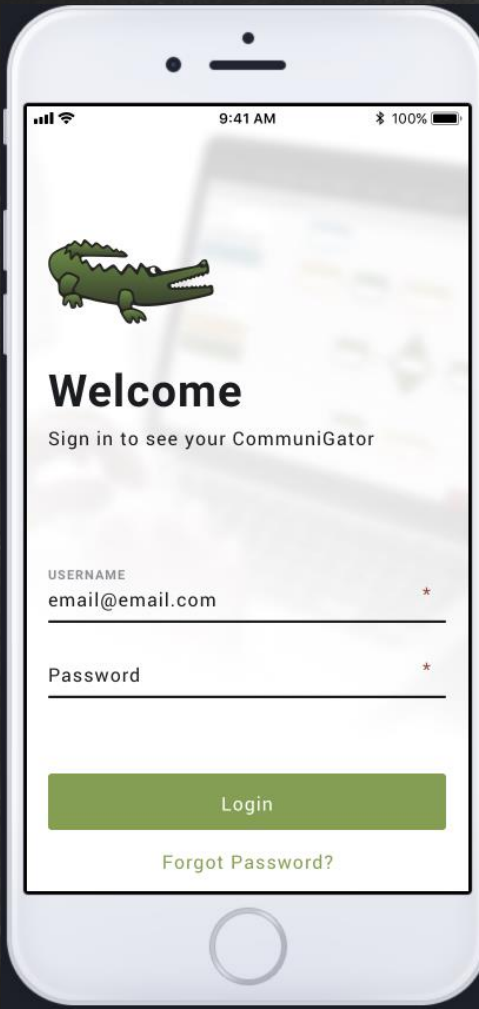


GatorMobile Demo

DOWNLOAD TODAY

Search for GatorMobile on App store and Google Play

MUST HAVE AN SSO ACCOUNT



GatorPopup

- ✓ Attention grabbing alerts
- ✓ Right message at Right time
- ✓ Drive visitors to specific pages
- ✓ Convert more visitors to leads

Discover Millie's Top Tips

Join our resident, hardcore Gator user, Millie, who will help you become acquainted with your Single Sign On dashboard.

Thursday 4th October @ 3.45pm

[Register Now](#)



GatorPopup



Come to our new product launch seminar on 20th December

[Register today!](#)

Sign up to unlock the superpower!

Create a free account to unlock the superpower of lead generation. Takes less than a minute.

[Start using for free](#)

[Add this exit-intent widget](#) to your website



GatorPopup Demo

[Content](#)[Display](#)[Triggers](#)[Targeting](#)[Settings](#)[SAVE & CLOSE](#)[SAVE](#)[CANCEL](#)

Target Pages

Set the pages you want to target. Wildcards * /

Show On /populive

[ADD NEW TARGET PAGE](#)

Visitor Targeting

Set if you want the all visitors to be targeted or set conditions.

All Visitors The following conditions

Gator Conference 2019

Come join us Gators at our 2019 Marketing Automation Conference.

See the latest in advancements for your digital lead generation!!

22nd-23rd November Old Thorns Surrey

[Register Now!!](#)

[FULL SCREEN](#)

[Self Help](#)

Release Dates

Nov

Dec

Jan

Q2

Q3

Monthly Updates plus Customer Enhancements

GatorCreator
Read only block

GatorMail UX/UI

New
GatorMobile

New
GatorAi

New
GatorPopup

GatorEvents

GatorMobile

GatorMail
Regional Sending

THANK YOU!

