

Trumpia's Competitive Advantages



All Trumpia's plans start with text keywords, mass texting, and reminders; the usual features you generally find in any text messaging software. Trumpia then supercharges your messaging with additional technology that no other text messaging competitors can match, giving you a pathway to grow and expand beyond your initial use case. These new technologies will definitely further your business goals in sales, marketing, customer service, and HR communications.

Our Advanced Plans include the most powerful SMS automation technology that is proven to reduce manual chores, eliminate human errors, and perform sophisticated interactions that go beyond what is possible with ordinary solutions. Our REACH objectives are:

R	Revenue Customers have seen a significant revenue increase because of automation (up to 400%!).
E	Efficiency Improve ROI with powerful automation and message targeting, while reducing spam.
A	Automation Reduce errors without spending thousands of manhours on repetitive tasks.
C	Customer Satisfaction Boost customer satisfaction with faster and more personalized service automatically.
H	Happy Employees Employees are more informed and can communicate with customers far more efficiently.

In the Media - Forbes

“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 its standard plan offers robust automation and targeting features such as drip campaigns, dynamic targeting, link tracking, and data capture. Its advanced plans include more intricate marketing features such as auto campaigns, conditioned drip campaigns, real-time targeting and behavior tracking.”



“Trumpia’s SMS marketing provides us with the most direct, immediate and affordable way to connect with local residents and quickly build a loyal following. The return on investment we’ve enjoyed since we began using Trumpia’s platform has been tremendous.”

*Brett Thomas
Owner of Jamba Juice Bakersfield*



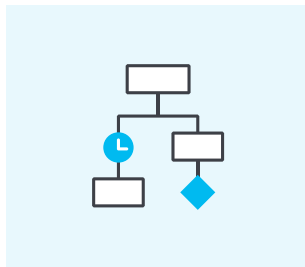
“The price is right, and the API is straightforward. We use it to coordinate deliveries and shipments. Truckers get alerts when shipments are available to be picked up, and customers get alerts that their order is ready and on the way.”

*Jonathan Shin
Web Application Developer Associate
at Hankook Tires*



“All in all, Trumpia has been really effective. One of the best features that Trumpia offers is their one-on-one contact between a designated Trumpia representative and our organization. This has been immensely helpful whenever I have random questions or inquiries about the system.”

*Megan Streeter
Data Specialist at YMCA*

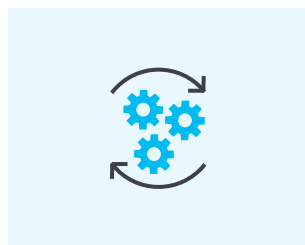
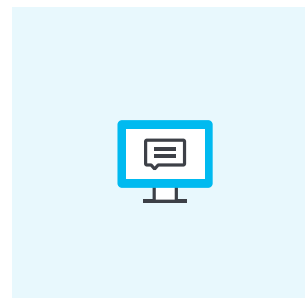


01 Advanced Automated Workflows

Trumpia's Workbench is the premier automated workflow builder that allows you to customize your text messaging and email campaigns through an easy-to-use UI with drag-and-drop functionality. Build powerful and tailored engagement with your customers, members, and employees without needing to know how to code. Create powerful new workflows in hours instead of months, and modify them on the fly whenever you need to. You no longer need to be limited to basic canned messaging features that you will soon outgrow.

02 Pre-built Applets

While Workbench can help you build any workflow you can imagine, we already have a library of pre-built applets that you can quickly modify to meet your organization's specific needs, all without needing a programmer. See how other organizations have already been using our ready-to-go workflows and SOPs for recruiting, employee communications, lead generation, customer conversions, and boosting customer satisfaction. In just minutes you can fully tailor a workflow to meet your messaging goals, saving you time and money.



03 Customizability

Trumpia Workbench gives you the freedom to create even complex workflows. Often workflow tools are too simple or rigid and don't give you enough control over customizing prebuilt (if any) workflows. With Workbench, you can tweak workflows on the fly to ensure that your messaging goals are being met, with no required programming team.

04 Smart Targeting

People don't tolerate spam, especially when it comes to text messages. With Trumpia, you can text questions to your subscribers to learn more about them, and automatically capture their responses and interactions into your database. Then, Smart Targeting uses the collected information to send only relevant messages, reducing opt-outs and helping you deliver significantly more impact. This way, recruiters aren't sending sales jobs to marketing specialists, and sports supply stores aren't sending promotions for soccer gear to golf fans.



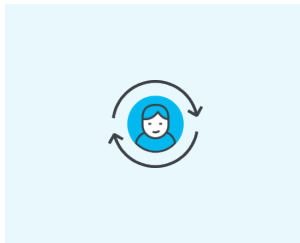
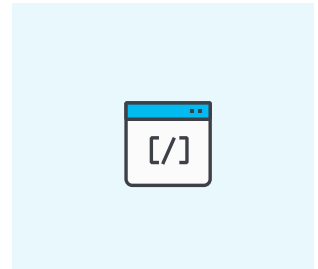


05 Multi-channel Messaging

Texting is the most effective form of communication because it's immediate and grabs attention. Email is already well-established and accepted as the premier business communication channel. And for some people, calls are still the main form of communication they use. Trumpia offers all three in a single platform, letting you reach more subscribers by catering to their preferences. Because this is all sent from one integrated platform you don't have to worry about annoying subscribers with irrelevant, conflicting, or repetitive messages.

06 Access Control + API + Private Label

Trumpia comes with a bevy of enterprise features that give you access control over your messaging. Data Sets let you organize contacts, lists, and features into groups. Then for each user, you can designate which Data Sets they are allowed to access and view in their user interface when they log in. With Trumpia's SMS API, you get powerful database management. You don't have to write code to create lists, add contacts, update them, or even unsubscribe them. It's almost like having a built-in CRM database at no additional cost.



07 Complete Lifecycle Engagement

Trumpia offers something that no competitor can match -- Lifecycle Engagement. This means that, rather than becoming just a random collection of disjointed tools, our platform works to automatically engage your subscribers throughout every interaction they have with your company - from initial sign-up, through nurturing, to conversion, and ultimately the feedback loop.













In the Media - FEMA

The Federal Emergency Management Agency, or FEMA, is launching an updated feature that would let Americans text to find an open shelter in the event of a major disaster. Users can text "shelter" and their ZIP code to 43362 to receive a list of nearby shelters within 200 miles of the ZIP code. Per an announcement from FEMA shared first with CNN, users "will be able to click on the shelter address inside the text message and view directions."

As reported on [CNN](#)

[Read the full article](#)

Core Plan Features









-  Mass Messaging
-  SMS Marketing
-  Integrations
-  Reports
-  MMS (Picture Messaging)
-  Data Capture
-  SMS Voting/ Surveys
-  Import/Export Contacts
-  Text Keywords
-  2-Way Messaging
-  Auto responders
-  More

Advanced Plan Features



Access To Trumpia Workbench

The most powerful and customizable workflow builder on the market.

-  Customizable Automated Workflows
-  Behavioral Tracking
-  Campaign Consulting
-  Pre-built Applets
-  Enterprise Features
-  Dedicated Account Manager
-  Conditional Drip Campaigns
-  Access Control
-  More

Our consultants help you grow from your initial simple use case to a comprehensive automated strategy. We offer a dedicated account manager, campaign consultation, compliance advice, and live technical support.

We also know waiting on hold is no fun. That's why Trumpia's customer service is not an afterthought. Live Support is available via the phone or online in under 9 minutes on average, 365-days a year, including holidays and weekends.

