

Marketing CRM platform

A simple, intuitive and affordable marketing CRM platform specifically built for the hospitality and gaming industry, designed to be used by marketers of all skill levels.

Send the right message to the right person at the right time using our CRM with all of your data aggregated in one place. The ease of use removes the reliance on third party services to manage marketing activities and provides all of the functionality that is truly required to engage your customer.



FEATURES:

- Create marketing, transactional and automated SMS or email campaigns with ease
- Designed specifically for marketing engagement and rewards not sales pipelines
- Comprehensive library of predesigned campaign templates for inspiration and ease of use
- Advanced drag and drop email editor functionality
- Link campaigns to the real world with cherryplay gamification campaigns, POS integrated vouchers and other embeddable media generating measurable campaigns on any device
- Lifecycle engagement; last visit, spend, lack of spend, milestone anniversaries and birthdays; SMS 98% open rate, easy to send personalised messages

> Contact our team today:

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