

# Exceptional Service and Support

Successful email marketing revolves around sending relevant content to the right person. Bronto applies the same principle to client service. We value your business and take the time to get to know how email marketing fits into in your overall marketing strategy and goals. This attention to your needs allows us to provide guidance designed to fit your priorities and goals. Our demonstrated success in improving our clients' business is why **95% of Bronto's customers renew.**

"We've been very happy with Bronto's client support. From the simplest questions to the most complex, we are always satisfied with a quick answer!"

Blann Hancock, Owner  
Hancocks of Paducah



"I've worked with other ESP's in the past and they only cared that I pay the bills on time. With Bronto, we've had a nice jump in our results because they are more customer focused."

Dan Lucas,  
NCSU, Industrial Extension Service

**NC STATE UNIVERSITY**

"We count on Bronto to help execute our great ideas. We've had a lot of email partners in the past, but none who can deliver on their promises like Bronto."

Joe Schmidt, President  
Canvas On Demand



"Indispensable! Bronto has been exceptionally responsive and insightful in applying best practices to improve my email marketing."

John Morely, Executive Vice President  
Blooms Today



## Consultative Advice

Bronto's award-winning Client Service Team are here to understand your business and help you develop and implement a strategic plan that aligns with your goals. We make it our job to understand the latest email marketing trends, technology and strategies that could impact your campaigns. Our collective experience tells us what works, and what doesn't and how to help make a successful email-marketing program even better.

### Our experts will:

- Help you transition your email marketing campaigns to Bronto
- Provide personalized product orientation
- Help identify and prioritize goals
- Advise on email marketing best practices
- Analyze your campaign metrics
- Monitor your progress
- Recommend strategic and tactical campaign improvements



## 2009 Winner

Our proactive, client focus won us the 2009 Stevie Award for Best Customer Service Department.

## Responsive Support

Whether it's a question about the Bronto application or difficulty with a specific campaign, our support team has the answer. Being accessible is critical to your success, so our team is here to handle support requests when you need them. There's even a separate line for after hour and weekend emergencies for those die-hard marketers in distress. **Our support is rated 4.5 out of 5 in customer satisfaction surveys.**

## Deliverability Assessment

Deliverability can have a significant impact on your email-marketing bottom line. Our Client Service Team assists you in assessing your risk and suggests strategies to improve deliverability performance. Your assessment includes your deliverability rates, recommendations for addressing your deliverability issues, and updates on the latest email marketing regulations, technologies and best practices.

## Build Your Email Knowledge

No one knows better than Bronto that your time is valuable. That's why we've created educational opportunities that are easy to consume and fit your schedule. We offer educational webcasts as well as customer success stories that focus on educating clients on both application usage and email marketing best practices. We also provide forums that allow customers to share and learn from each other, an essential part of email marketing education. **Nine out of every ten Bronto clients report that they increased their knowledge of email marketing.**

## Maximize Your Marketing

Bronto Software offers a powerful email marketing solution coupled with a complete service offering, designed for maximum marketing success. **Over 93% say they would recommend us to a friend or colleague.**