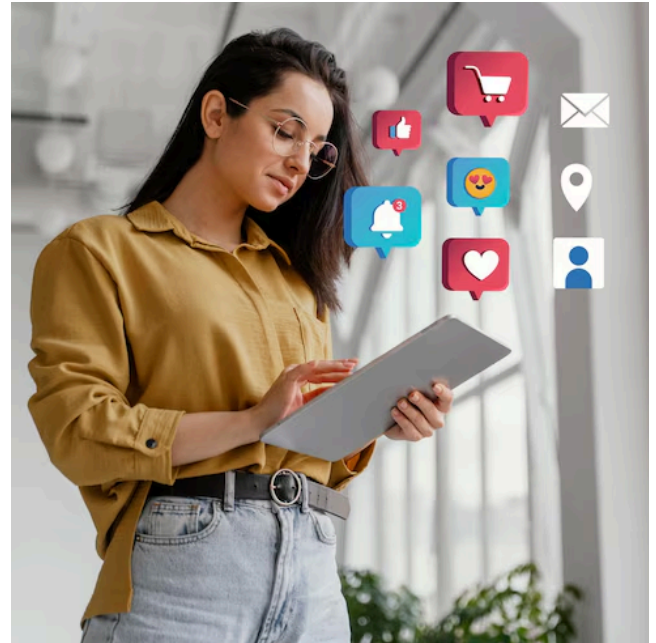**roundinfinity**

AI-Powered
Marketing Automation

AI-powered marketing automation that generates leads, drives growth, and seamlessly integrates with your sales process.

Round Infinity's marketing automation enhances efficiency and ROI with precise segmentation, optimized campaign management, and automated lead nurturing.

Automated marketing campaigns using targeted voice, WhatsApp, email, and SMS campaigns maximize ROI, & boosts customer retention.

The seamless integration with sales and opportunity management aligns marketing efforts with sales activities, improving lead conversion and prioritizing high-value opportunities.

Centralized image management and dynamic sales funnel optimization streamline operations, driving overall success and profitability.

Capabilities

User Segmentation
Contextually target users with precise, customizable criteria from business apps.

Campaign Designer
Create and manage campaigns with intuitive campaign designer.

Custom Landing Forms
Easily create custom landing forms to be used in campaigns.

Campaign Scheduler
Engage your customers by executing omnichannel marketing campaigns.

Unified Inquiry Capture
Build a dynamic sales funnel by capturing inquiries from all customer touchpoints.

Automate Lead Distribution
Automatically route leads to the correct department, skill, location, etc.

Lead Management Automation
Using custom workflows, streamline leads from contact to qualification.

Automated Loyalty Rewards
Boost retention with smart, automated loyalty programs.

Voice Campaign Automation
Reach users & gather feedback with scheduled automated voice calls.

Targeted WhatsApp Campaigns
Send bulk messages with precise audience targeting & auto-assign responses.
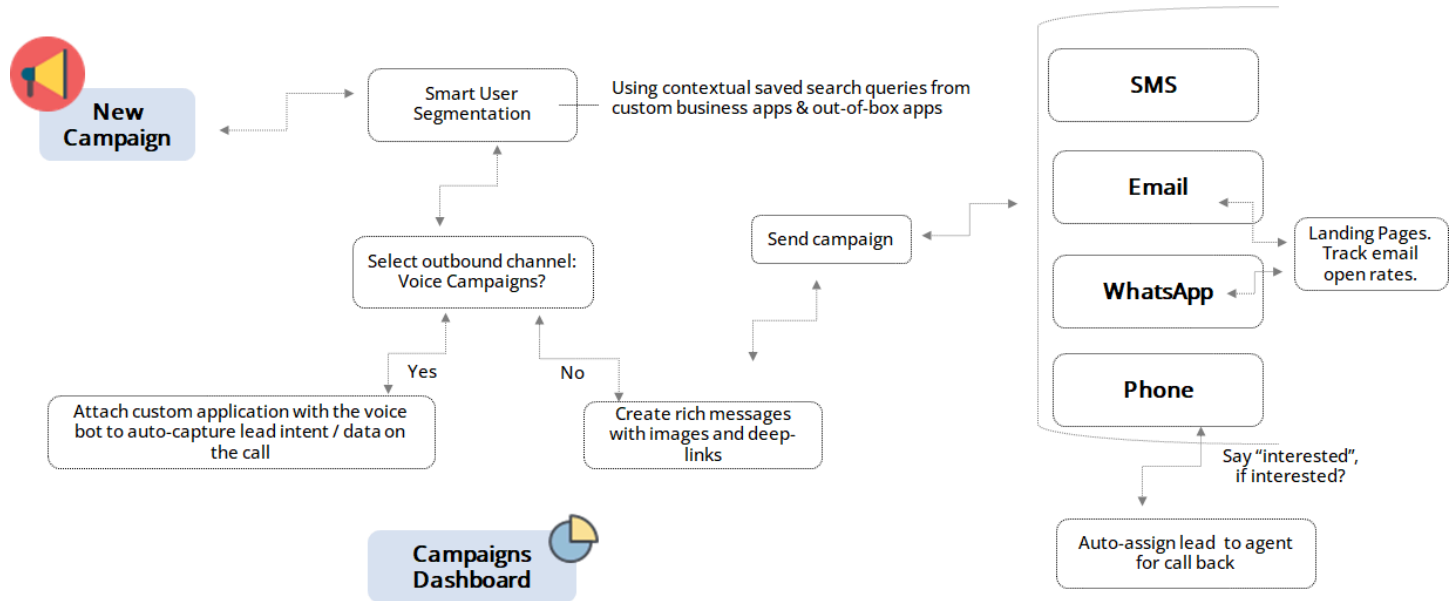
Email & SMS Campaigns
Execute and manage targeted email and SMS campaigns.

Central Image Library
Manage and upload campaign images in one place.

How it Works

New Campaign → Smart User Segmentation

Using contextual saved search queries from custom business apps & out-of-box apps

Smart User Segmentation → Select outbound channel: Voice Campaigns?

- Yes → Attach custom application with the voice bot to auto-capture lead intent / data on the call
- No → Create rich messages with images and deep-links

Create rich messages with images and deep-links → Send campaign →

- SMS
- Email
- WhatsApp
- Phone

Landing Pages. Track email open rates.

Campaigns Dashboard

Say "interested", if interested?

Auto-assign lead to agent for call back

Business Impact

Optimized Marketing Efficiency
Improve campaign effectiveness and reduce costs with automation.

Higher Customer Retention
Use automated loyalty programs to retain and reward customers.

Enhanced Customer Targeting
Boost engagement and conversions with precise user segmentation.

Increased Lead Conversion
Automate lead handling to drive higher conversion rates.

Improved Campaign ROI
Maximize return on investment with targeted, automated campaigns across channels.
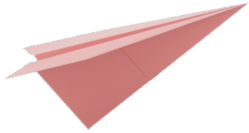
About Round Infinity

150+ Brands Across Industries

Offices In USA & India

5+ Countries Served

Getting **Started**

Request trial access at
https://www.roundinfinity.com/getstarted.html

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