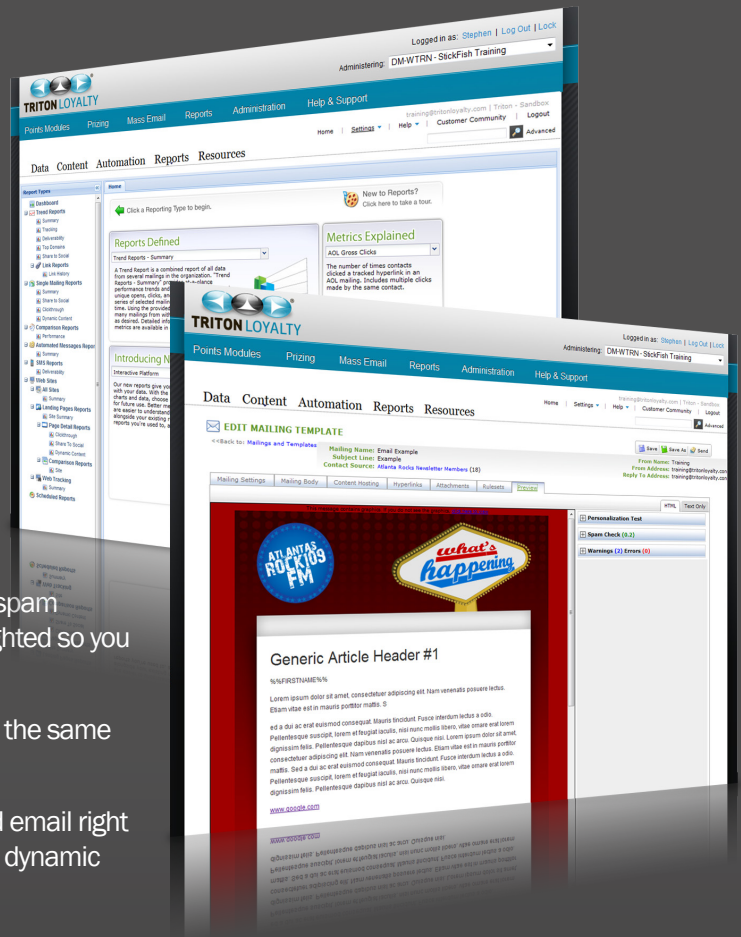


The TribalDirect email engine has been massively overhauled with exciting new features designed to increase engagement and make your life easier.

Highlights

- **Less steps to send basic email:** While the new tribal direct is full of new advanced features, sending basic email has never been easier or required fewer “clicks”
- **Multi-station administration:** Now one user name and password can allow you to manage email sends across multiple stations
- **Write once and publish across multiple sites:** With new dynamic content libraries, you can write one email that will personalize graphics and text on a person by person or station by station basis
- **Better targeting:** Email can be targeted by station, age, gender, zip, click through history and much more
- **Automatic Spam scoring:** Each email is not only graded for spam violations, but those elements causing the problems are highlighted so you can correct them to improve deliverability
- **A/B testing:** Now you can experiment with multiple version of the same mail to see which one drives the highest opens
- **Full preview capabilities:** Now you can preview your finished email right inside the editor including the ability to test personalization and dynamic content features
- **Automatic link tracking:** Now every link in every email is automatically tracked for click through performance. Never again will you have to declare a link as “trackable”.
- **On board asset libraries:** Now all of your creative assets can be stored right inside the system so they are accessible to you from any computer on the planet.
- **Awesome reporting:** Canned and custom reports to tell you everything you ever wanted to know about the performance of your email including open and clickthrough rates, opt-outs, and even the time of day people open your mails
- **Social share links:** Automatically insert share links for popular social networks so that your audience can make your campaign viral. New reporting allows you to track how many times the email was shared, who shared it, and how many times it was viewed after being shared.



Tribal Direct 2.0 is an optional upgrade to your current Triton Loyalty solution. To learn how you can get this exciting upgrade, contact the Triton Loyalty help desk at 770 919 9969 or email us at help@tritonloyalty.com