OCTOBER 1, 2019

MONO WEBINAR: PRODUCT UPDATES

MONO

MONO'S PRODUCT TEAM

We look forward to share some new features coming to the Mono Platform.

Svenn Andersen

COO

Jesper Grenaa Eilertsen

On-Boarding & Operations Manager

Line Nymand Juliussen

Product Manager

Valerio Sandri

Product Manager

Anders Lund

Team Lead for UX and Design

AGENDA

What's in store for the rest of 2019?

- **HIGH LEVEL OVERVIEW**

- **IMPROVEMENTS TO THE NEW INTERFACE**

- **DESIGN PROJECTS**

- **E-COMMERCE**

- **EMAIL MARKETING**

- **Q&A**

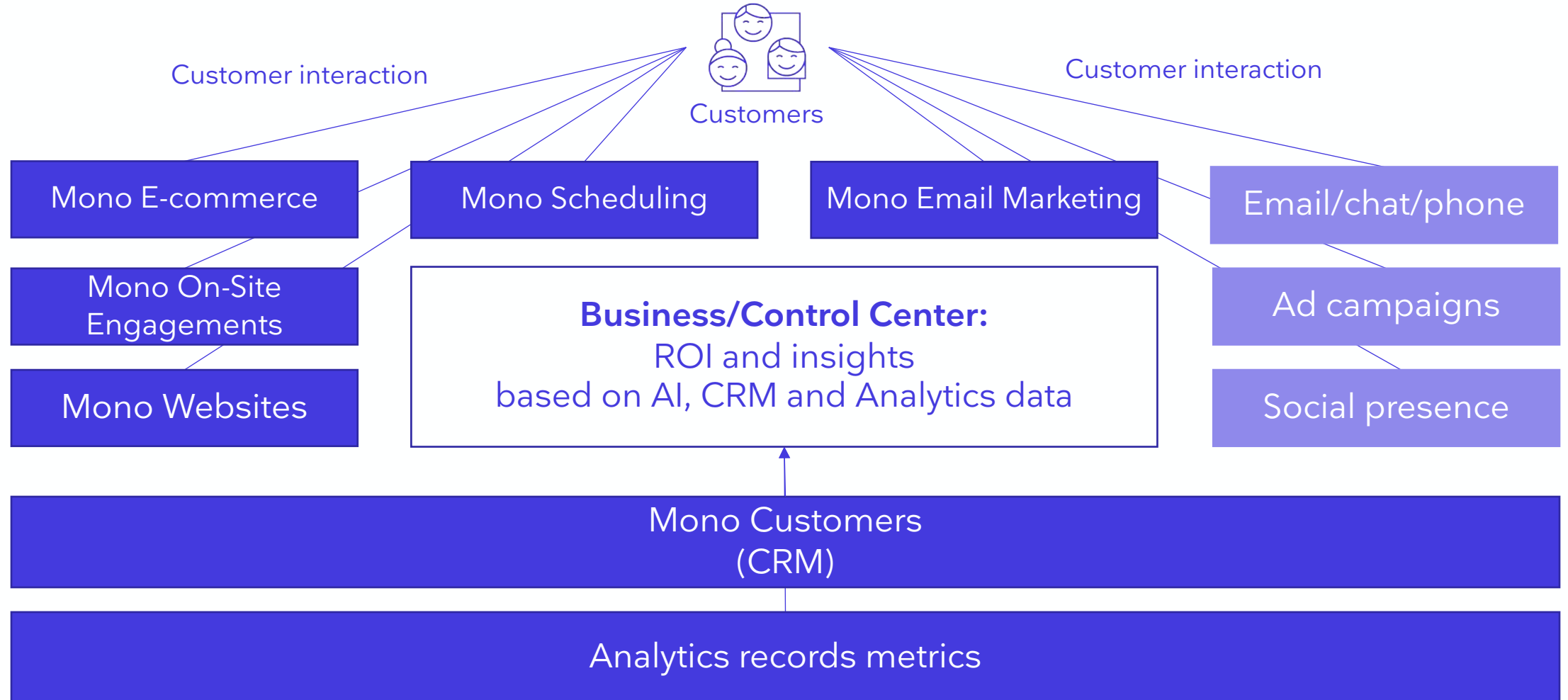2020 AND BEYOND...

WHERE ARE WE HEADING NEXT?

The big picture

MONO

SMBs want to drive their business forward. They want traffic and conversions. They want happy and returning customers. They have little time and expertise in marketing or online engagement, so they need a solution that can help them manage their data and deliver a world class **customer experience** online.

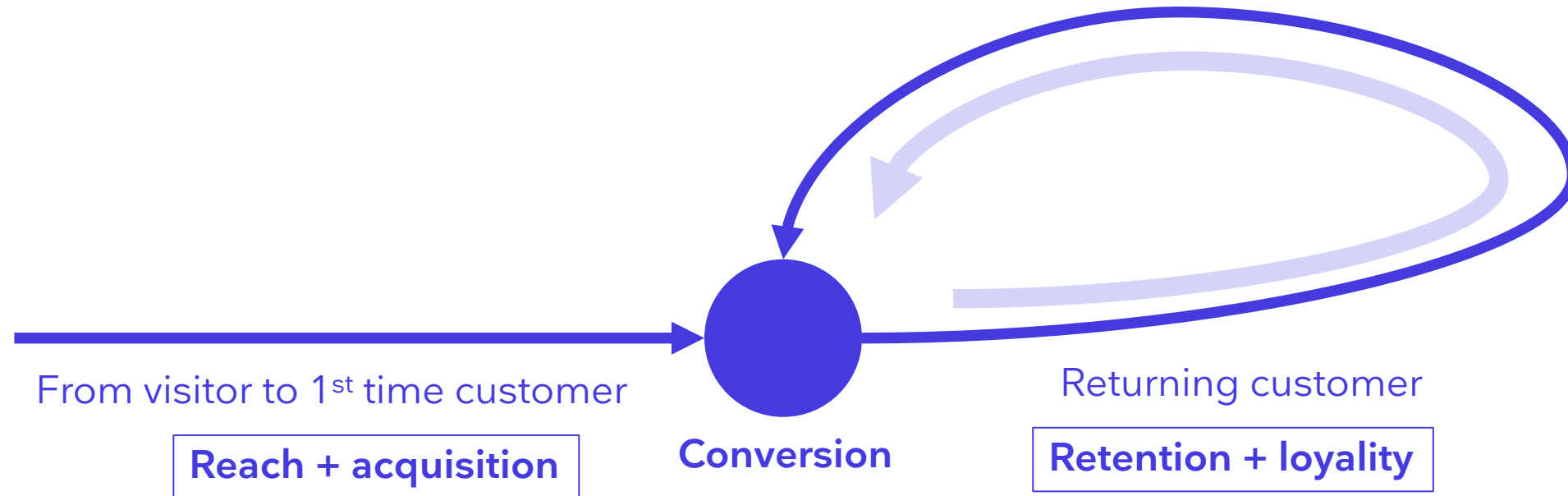# WHAT CONSTITUTES A GOOD CUSTOMER EXPERIENCE?

1. **Expectation management:** Set the right expectations with the customer

2. **Integrity/authenticity:** Deliver on your promise to the customer

3. **Time/effort:** Make it easy for the customer to do business with you

4. **Resolution:** Fixing/delivering when the customer's problem/need occurs

5. **Personalization:** Know your customer - treat him/her in a personalized way

6. **Empathy:** Empathize with your customer's needs
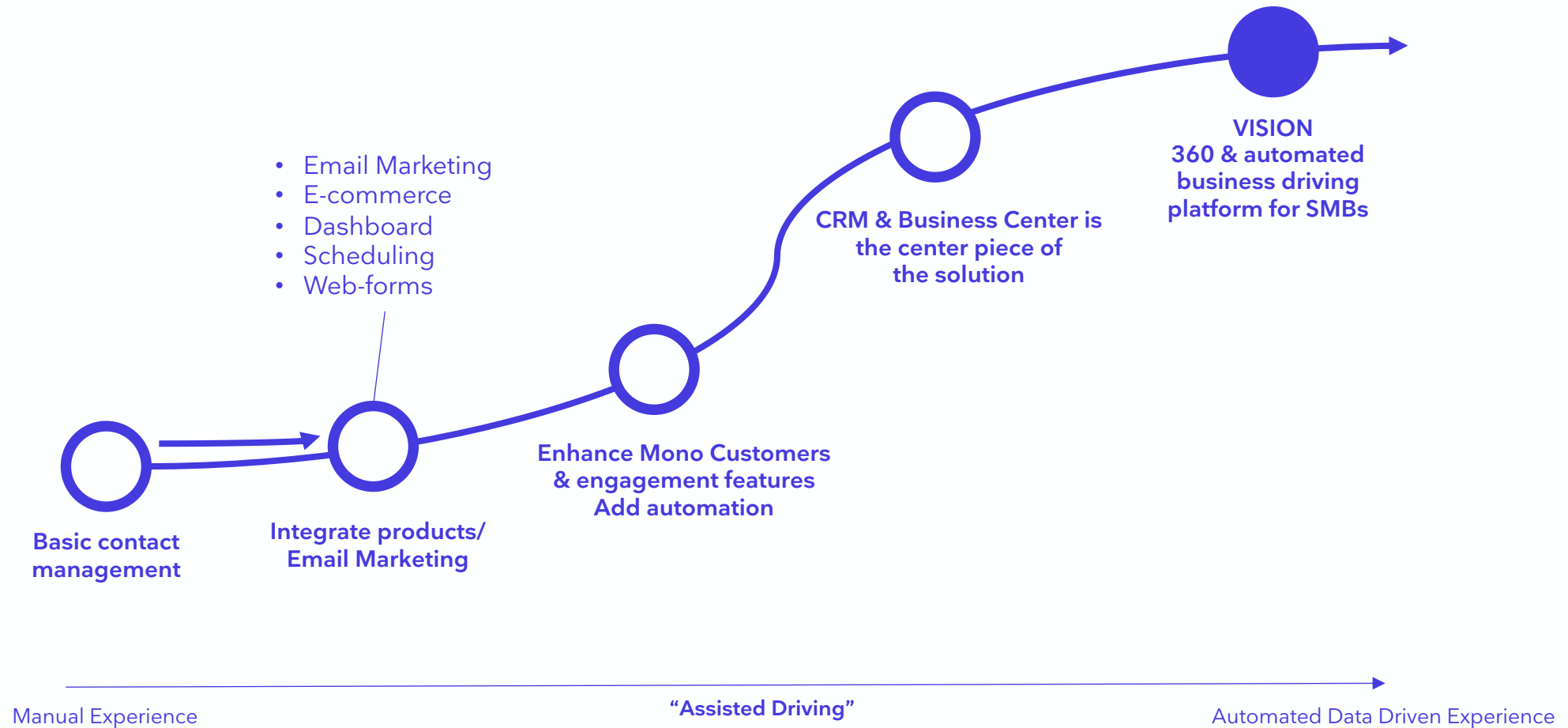
BUSINESS DRIVING & CUSTOMER EXPERIENCE

Customer interaction

Customers

Customer interaction

Mono E-commerce

Mono Scheduling

Mono Email Marketing

Email/chat/phone

Mono On-Site Engagements

Business/Control Center:
ROI and insights
based on AI, CRM and Analytics data

Ad campaigns

Mono Websites

Social presence

Mono Customers
(CRM)

Analytics records metrics

CUSTOMER LIFE CYCLE

Understanding the customer lifecycle is essential to the ongoing success and growth of a business.

From visitor to 1st time customer

Returning customer

Reach + acquisition

Conversion

Retention + loyality

THE ROAD AHEAD
CUSTOMER EXPERIENCE PLATFORM

- Email Marketing
- E-commerce
- Dashboard
- Scheduling
- Web-forms

**VISION
360 & automated
business driving
platform for SMBs**

**CRM & Business Center is
the center piece of
the solution**

**Enhance Mono Customers
& engagement features
Add automation**

**Basic contact
management**

**Integrate products/
Email Marketing**

Manual Experience

"Assisted Driving"

Automated Data Driven Experience

ZOOMING IN ON Q4

2019 RELEASES

- The new editor interface
- Mono Scheduling
- Mono Scheduling Embed
- Accessibility features
- Notification email to site owners with password protected pages
- Adding remaining V5 features to the new interface.

- Editor user role management
- Strong Customer Authentication (SCA)
- UX improvements
- Spam reduction features
- Infrastructure improvements

IN PRODUCTION

- Mono E-commerce
- General platform updates (incl. new features and UX improvements)
- Mono Email Marketing
- Mono Customers enhancements

FOCUS DEVELOPMENT NEXT 3-4 MONTHS

- FAQ Module
- Open Graph

- Gold plating & finishing

- Newsletter templates
- UX improvements

Other Features

- Integrate products & forms
- Enable Email Marketing

II v 1.3

- UX improvements

Email Marketing v1.0

Customers v1.1

E-commerce 1.0
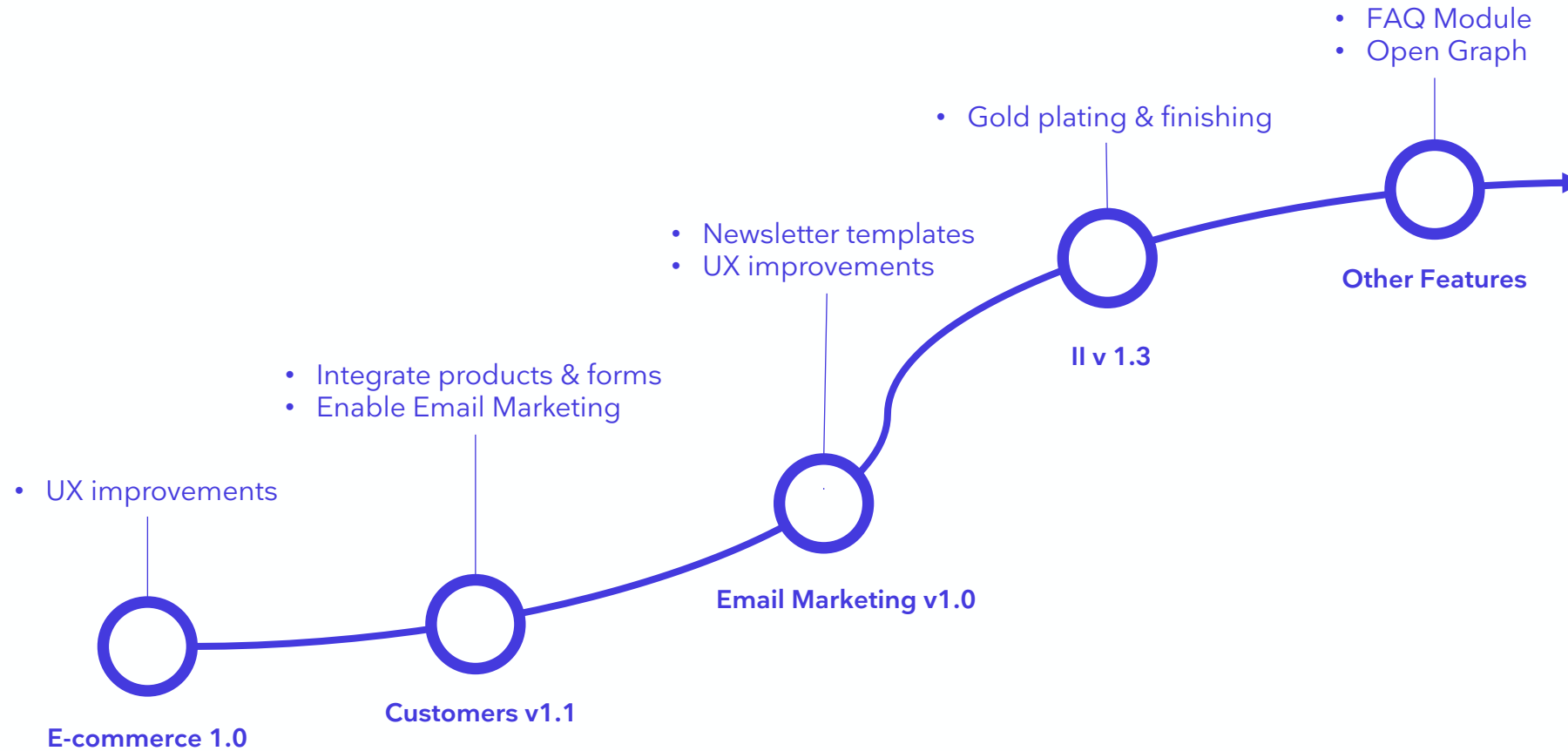
GOLD PLATING THE NEW INTERFACE

Work smarter, save time and have more fun!

MONO

SMALLER FUNCTIONALITY IMPROVEMENTS

Shadows on rows, columns and modules
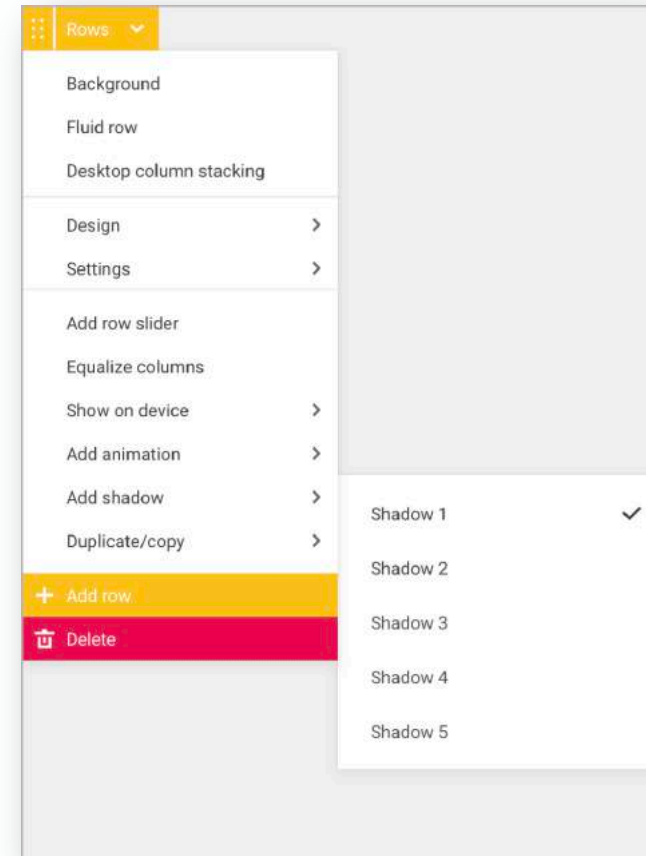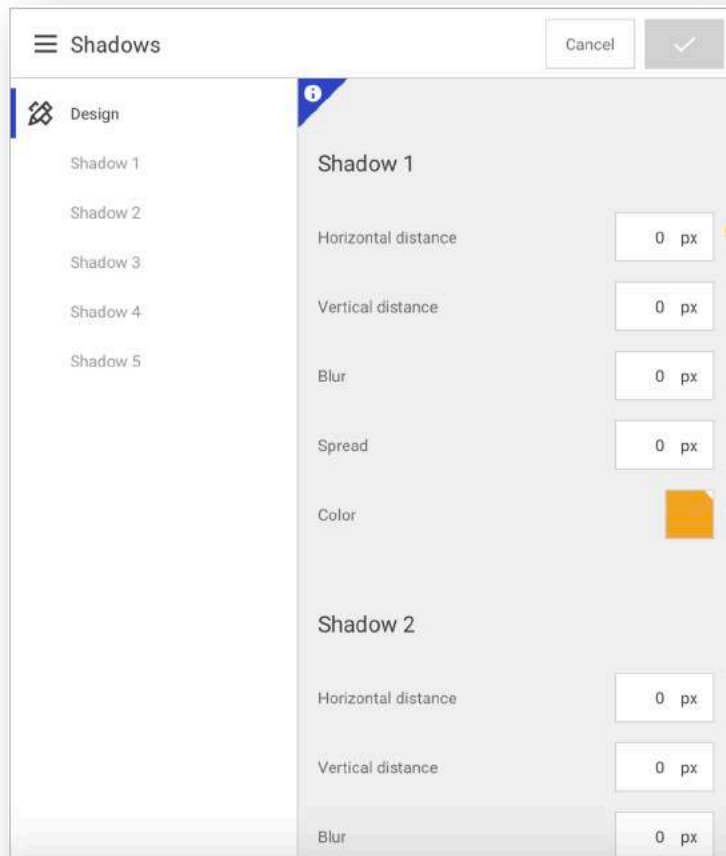
SMALLER FUNCTIONALITY IMPROVEMENTS

Larger text areas for the blog text fields and other relevant text areas in the editor
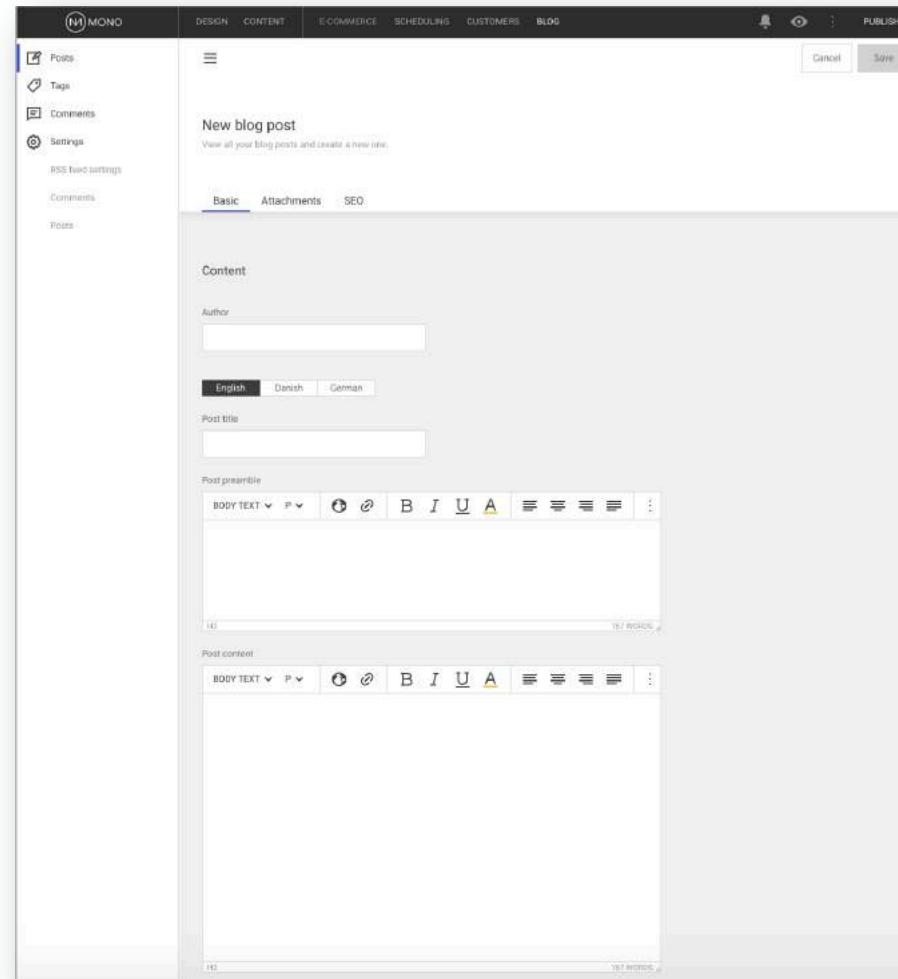
SMALLER FUNCTIONALITY IMPROVEMENTS

Option to add and style the scroll-to-top icon
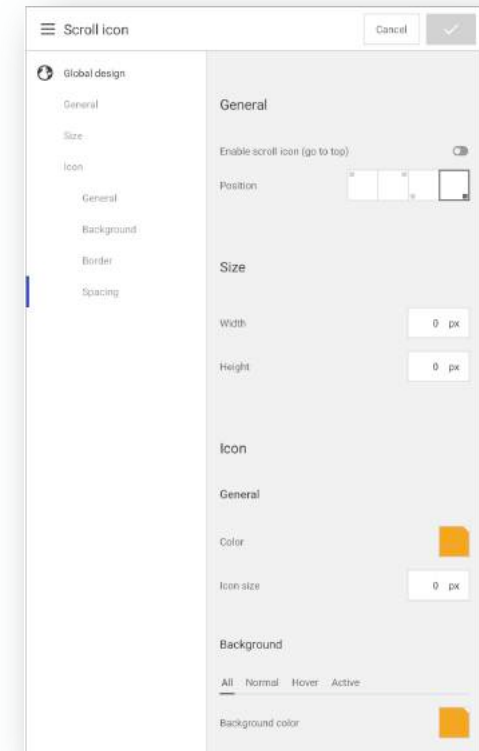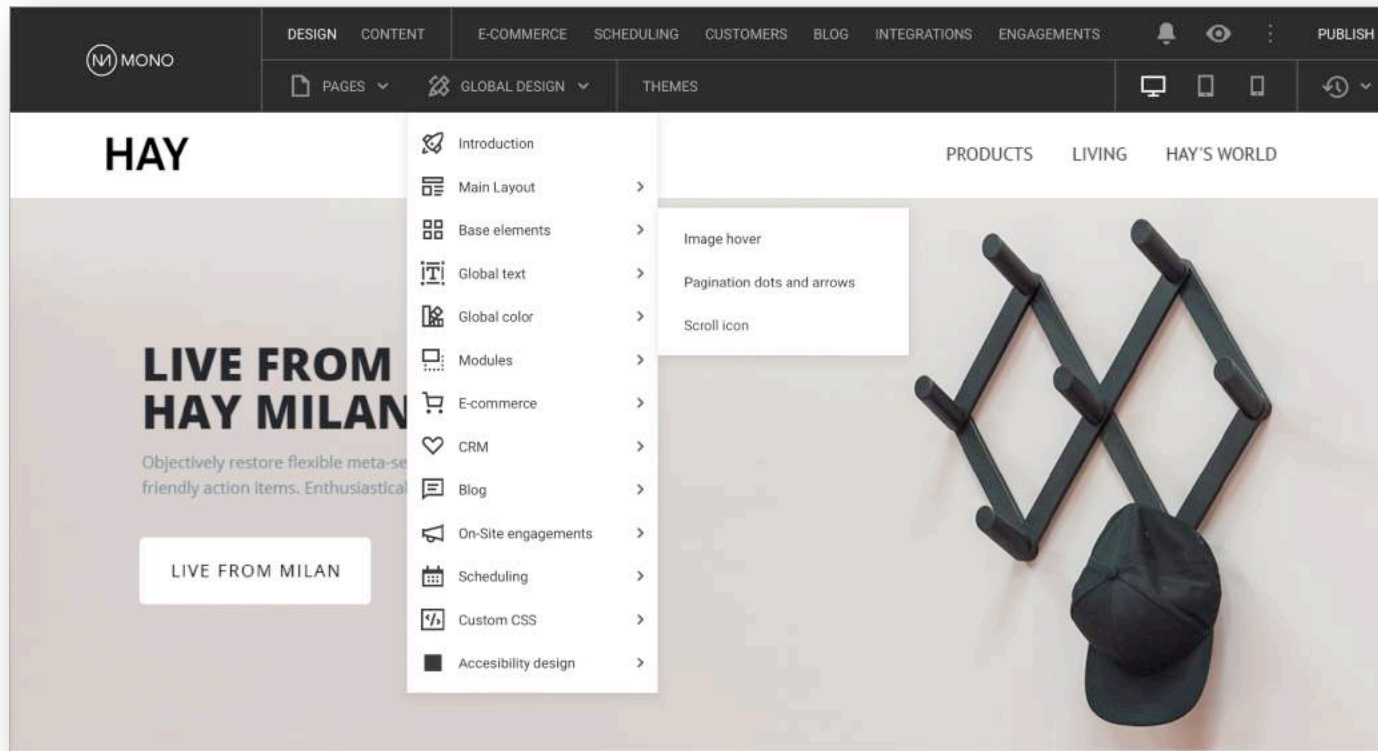
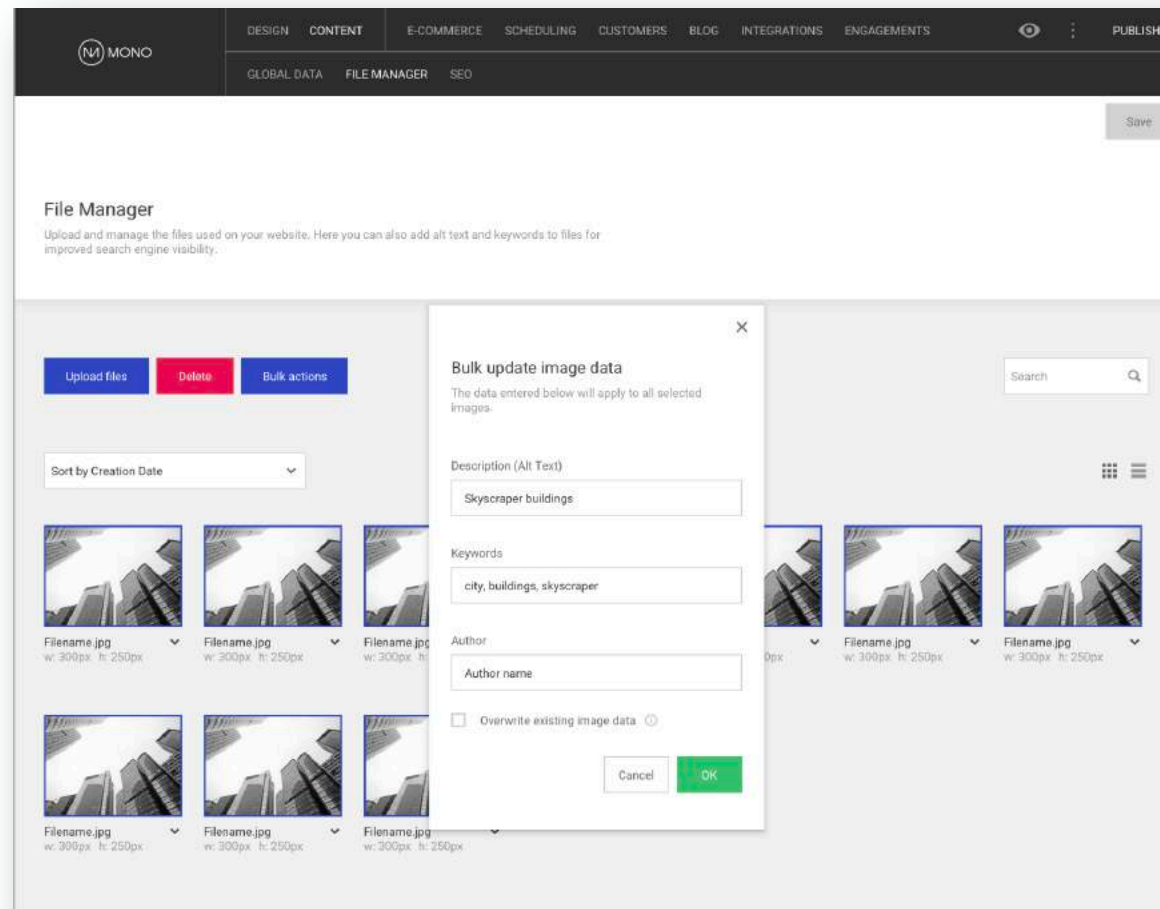# NEW FEATURES AND GENERAL IMPROVEMENTS

The ability to add an empty row
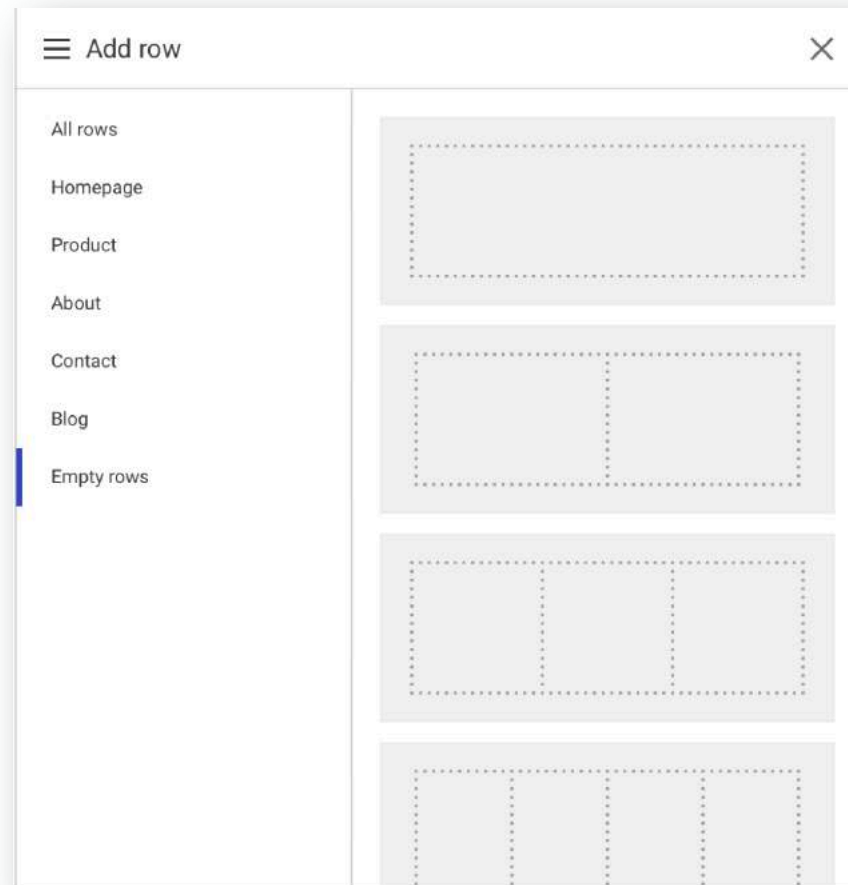
NEW FEATURES AND GENERAL IMPROVEMENTS

Copy/paste modules and columns into headers and footers
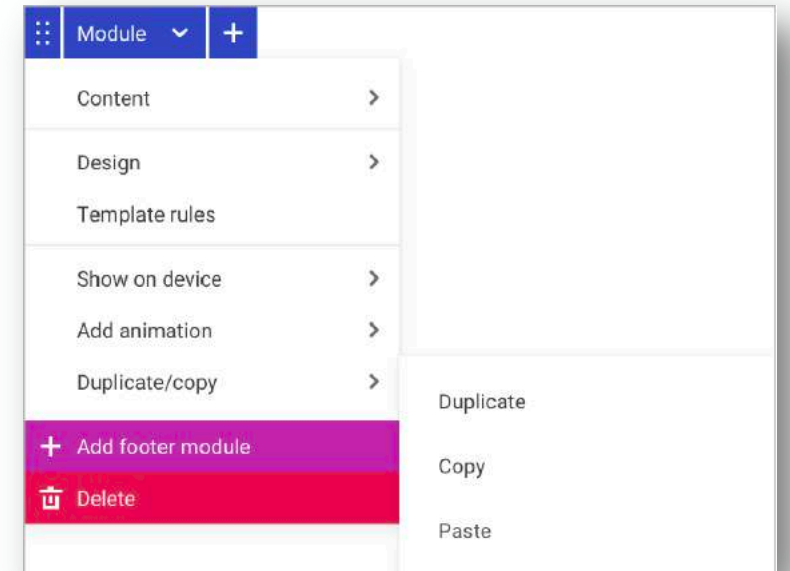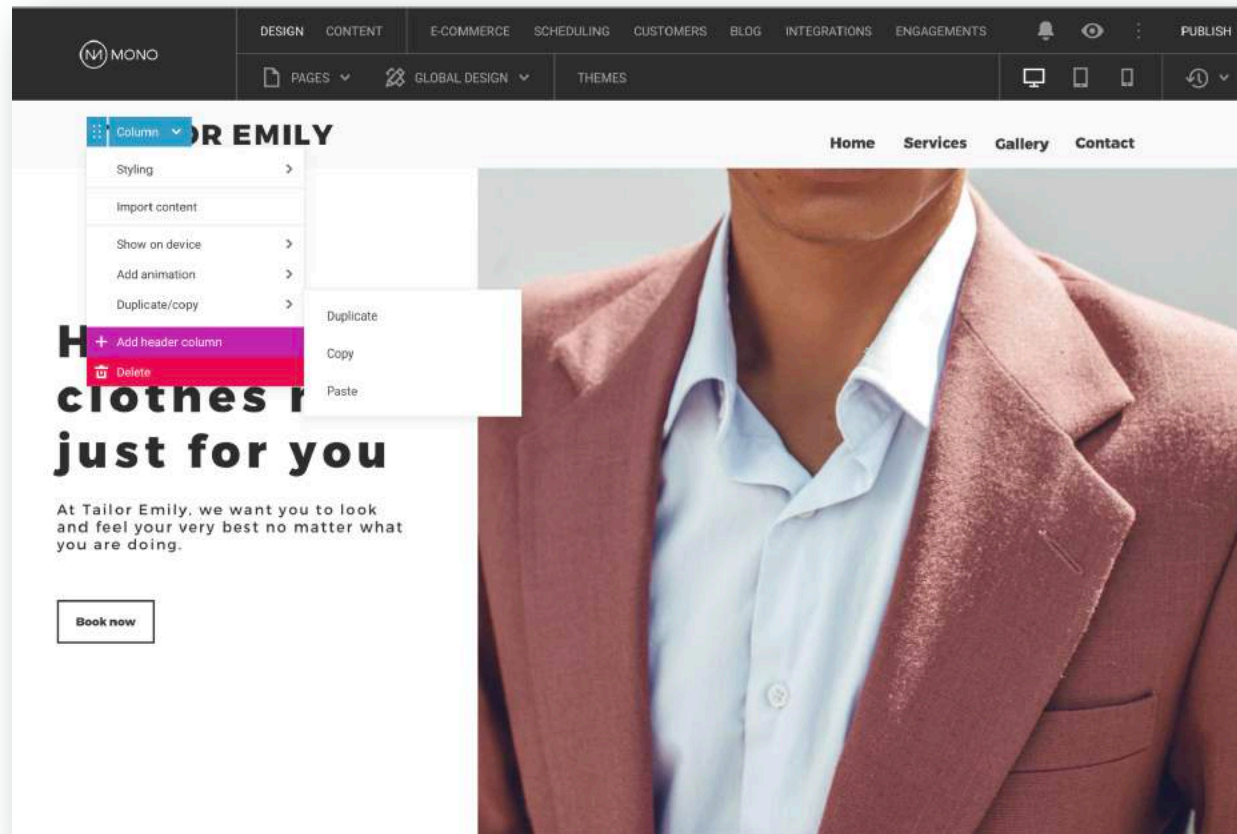
NEW FEATURES AND GENERAL IMPROVEMENTS

Apply image ALT tag and other image meta data more efficiently in the File Manager

UX AND DESIGN OPTIMIZATIONS

Other planned value-adding enhancements

- More keyboard shortcuts

- Option to easily see where Global Colors are applied

- All Global Design overlays will be strengthened

- Fixing spacing & alignment issues

- More animations!
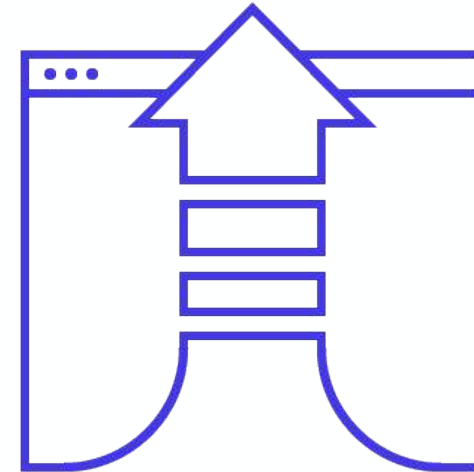
MORE IMPROVEMENTS IN THE WORKS

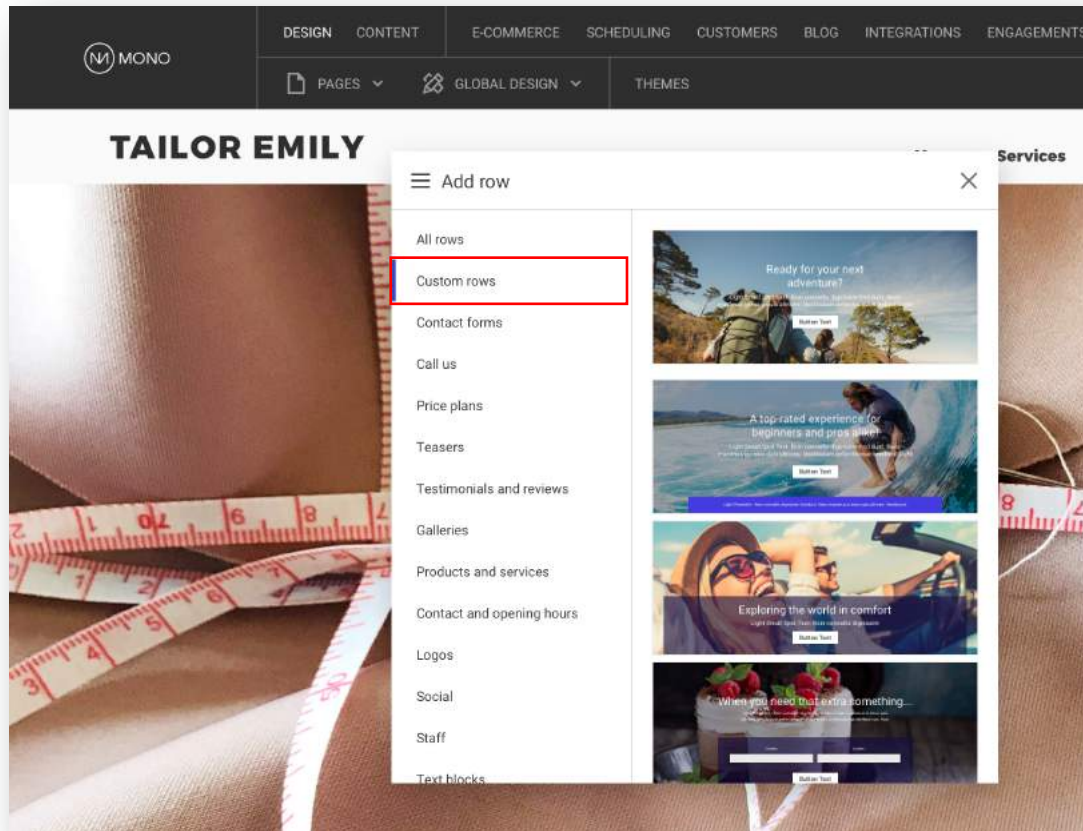**Other planned features independent of the Gold Plating release**

- FAQ module

- Option to select from pre-defined header rows

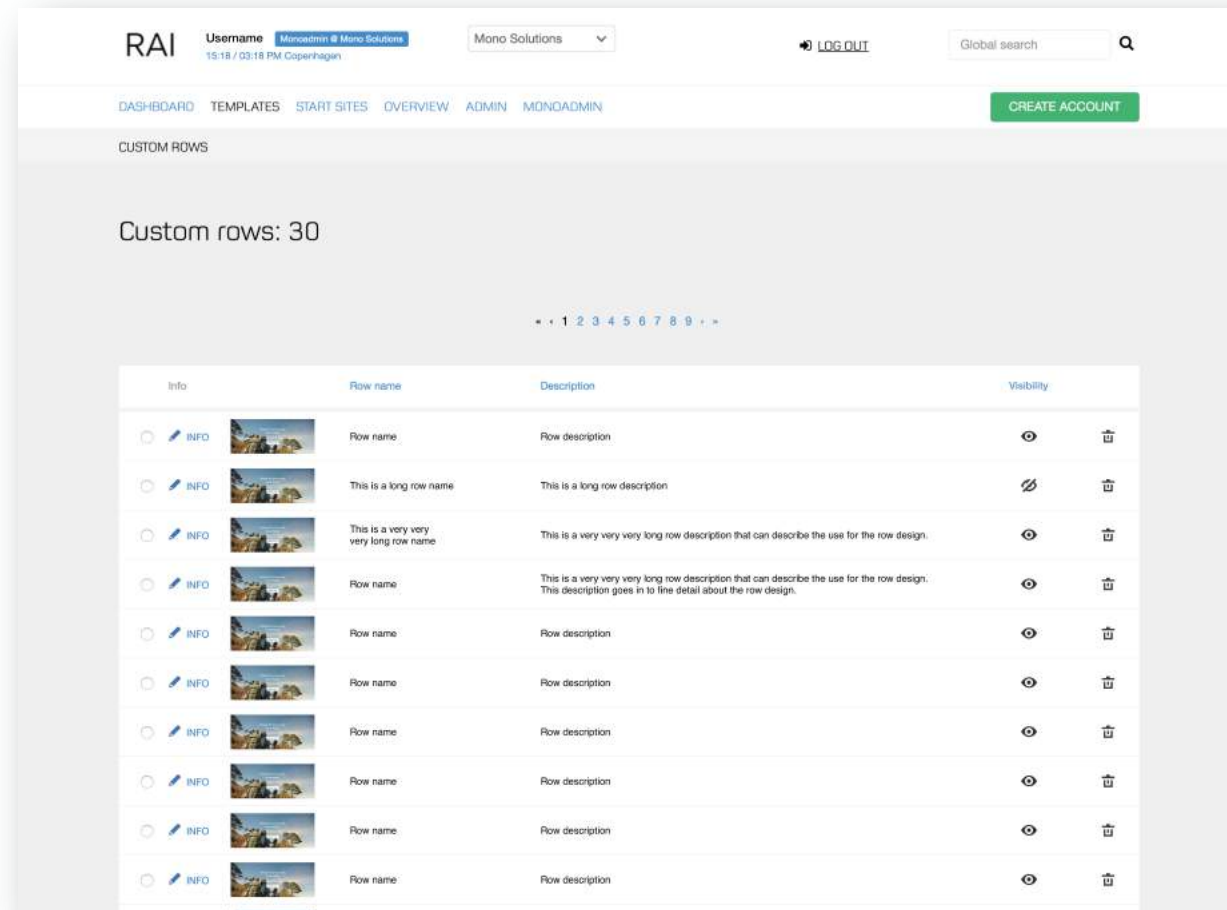- Expand user roles feature
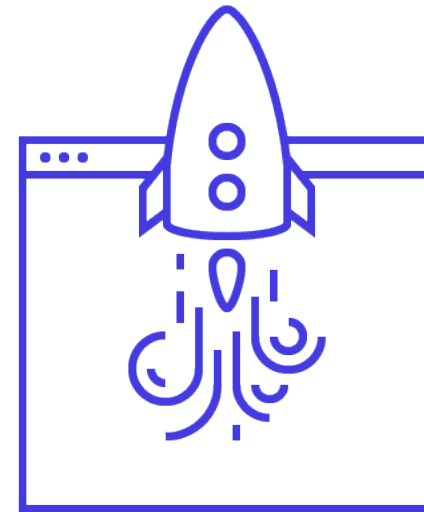
DESIGN PROJECTS IN SCOPE

MONO

BUILD CUSTOM ROWS

The ability to create and style your own rows and add them to the row library
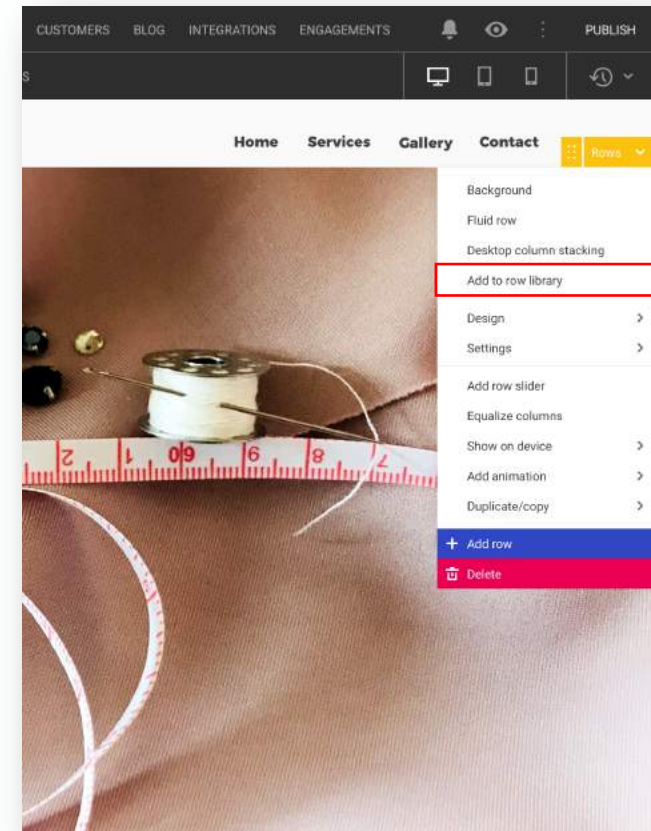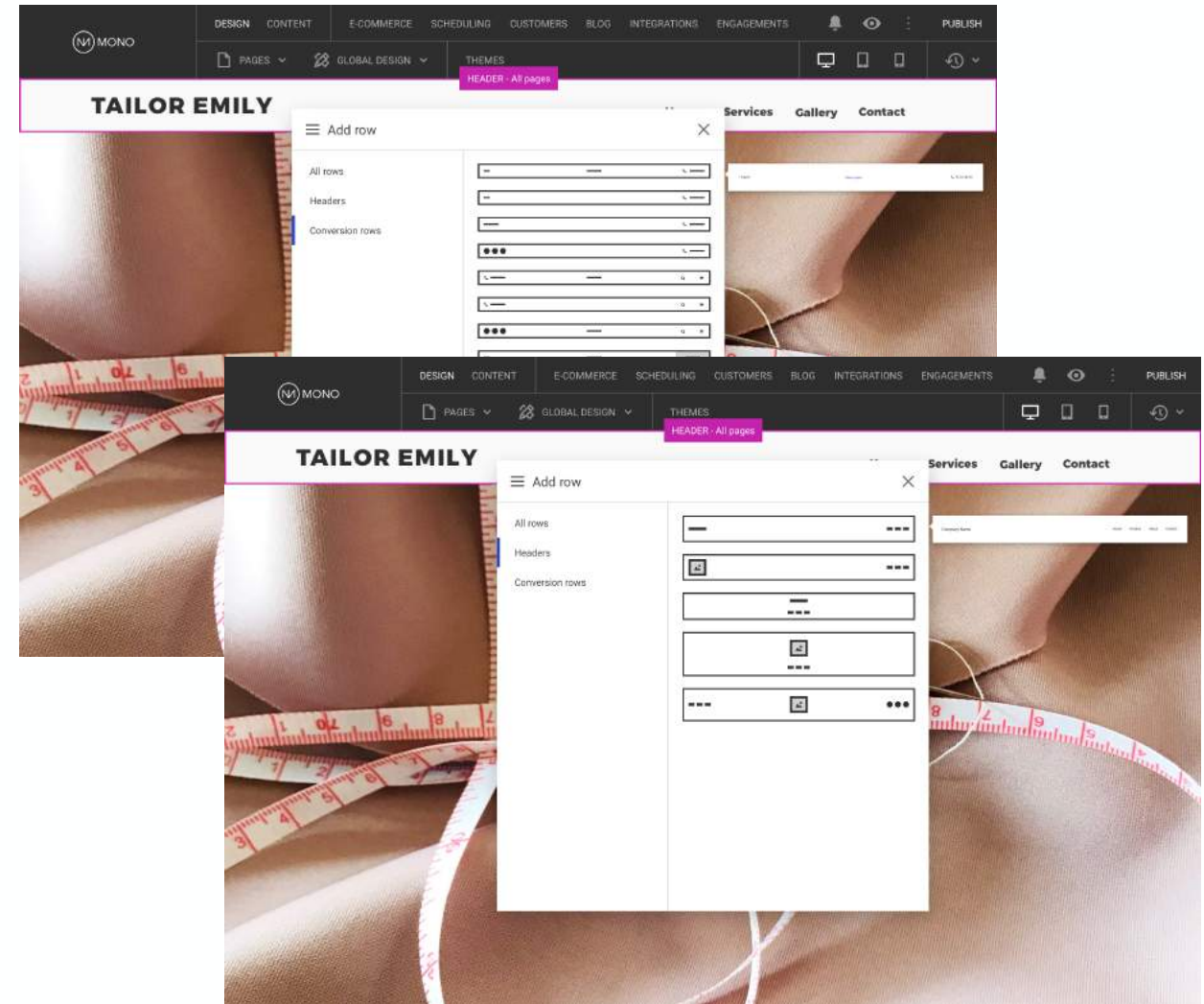
MANAGE CUSTOM ROWS

Custom rows will likely be managed in the Reseller Admin Interface (RAI)

PREDEFINED HEADER ROWS

More efficient header row workflow

- Predefined header rows

- Predefined conversion rows

- Will reduce time spent on designing headers with calls-to-action

MONO E-COMMERCE

MONO

MONO E-COMMERCE

The new Mono E-commerce is a fully-native solution that allows users to set up their online shop as hassle-free as possible.

It supports our partners in managing multiple shops as well as single owners of small businesses who want to try in a simple way to explore e-commerce opportunities.

THE FOCUS

User Experience

- More functional design

- Quick shop setup

- Features and logic

Management Simplicity

- DIY-friendly

- On-site communication

- Editor Assistant widget

Scalability

- Mobile-ready interface

- API-powered
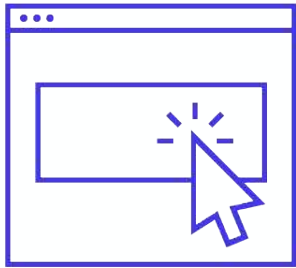
E-COMMERCE WALK-THROUGH

Please check out the recording for the Mono E-commerce prototype walk-through or reach out to your Partner Success Manager to arrange a live demo with the Mono Product Team.
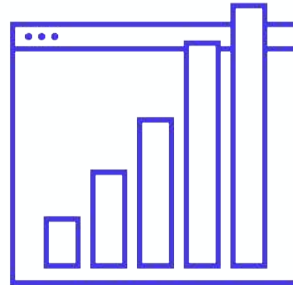
MONO
EMAIL MARKETING

EMAIL MARKETING IN NUMBERS

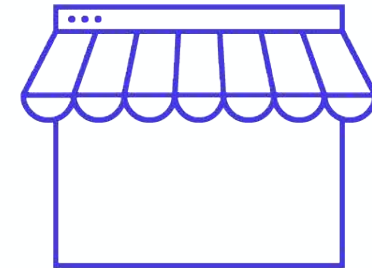## Email Marketing continues to be a hot channel for SMBs

Over 90% of consumers have purchased at least one product or service as a result of an email campaign

(Marketingproofs.com 2018)

57% of mall businesses are investing in email marketing to promote their services

(Small Business Trends, 2019)

81% of SMBs rely on email as their primary customer acquisition channel, and 80% for retention

(Emarsys, 2018)

MONO EMAIL MARKETING

## Tailored to the simple needs of SMBs with little or no marketing experience

- Help SMBs reach and engage their customers through targeted email marketing campaigns

- Integration with Mono Customers for fast and easy audience segmentation

- Simple campaign setup and intuitive email editor experience

NEW FEATURES AND IMPROVEMENTS

**Mono Email Marketing will bring a range of new features and improvements to the new interface tailored to the needs of SMBs**

- Campaigns overview with metrics, search and sorting options

- Pre-designed email layouts

- Intuitive what-you-see-is-what-you-get (WYSIWYG) email editor

- Test and schedule emails
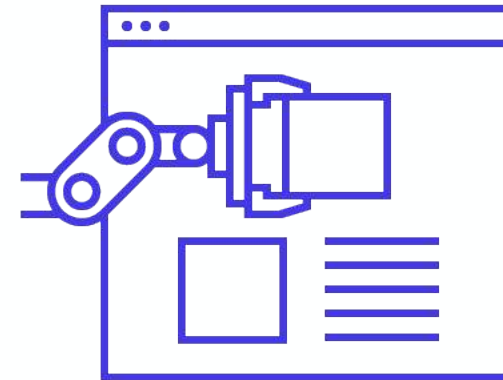
CHOOSE EMAIL LAYOUT

**A great starting point for any email campaign**

- Choose a format

- 4 customizable layouts

- Preview layout before selection
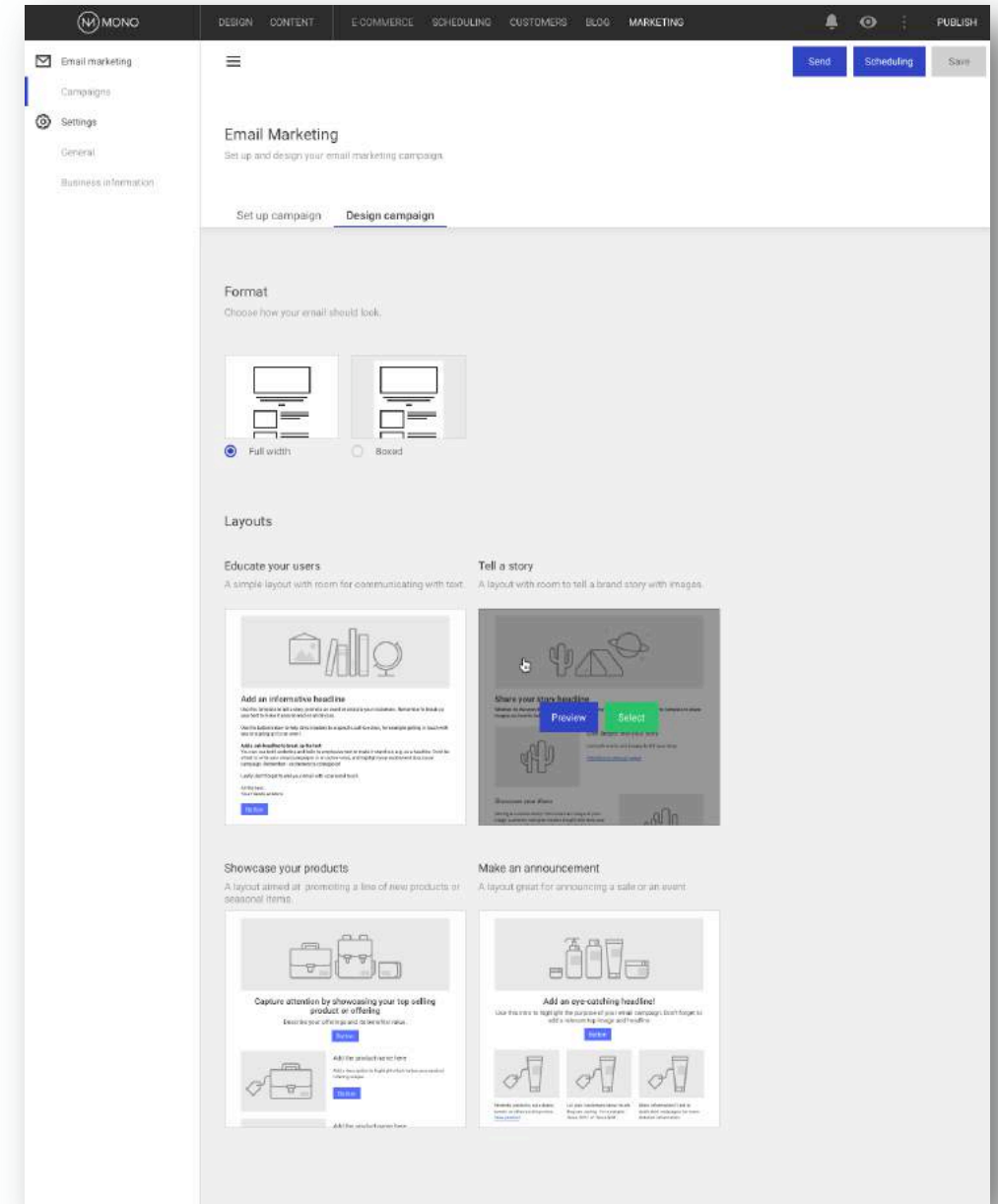
THE EMAIL EDITOR

## Simple and intuitive editing experience

- Optimize emails for desktop and mobile view

- Customize font and color to match the SMB's branding

- Delete and add new rows of predefined content to construct the SMB's preferred email layout

- Test and schedule emails
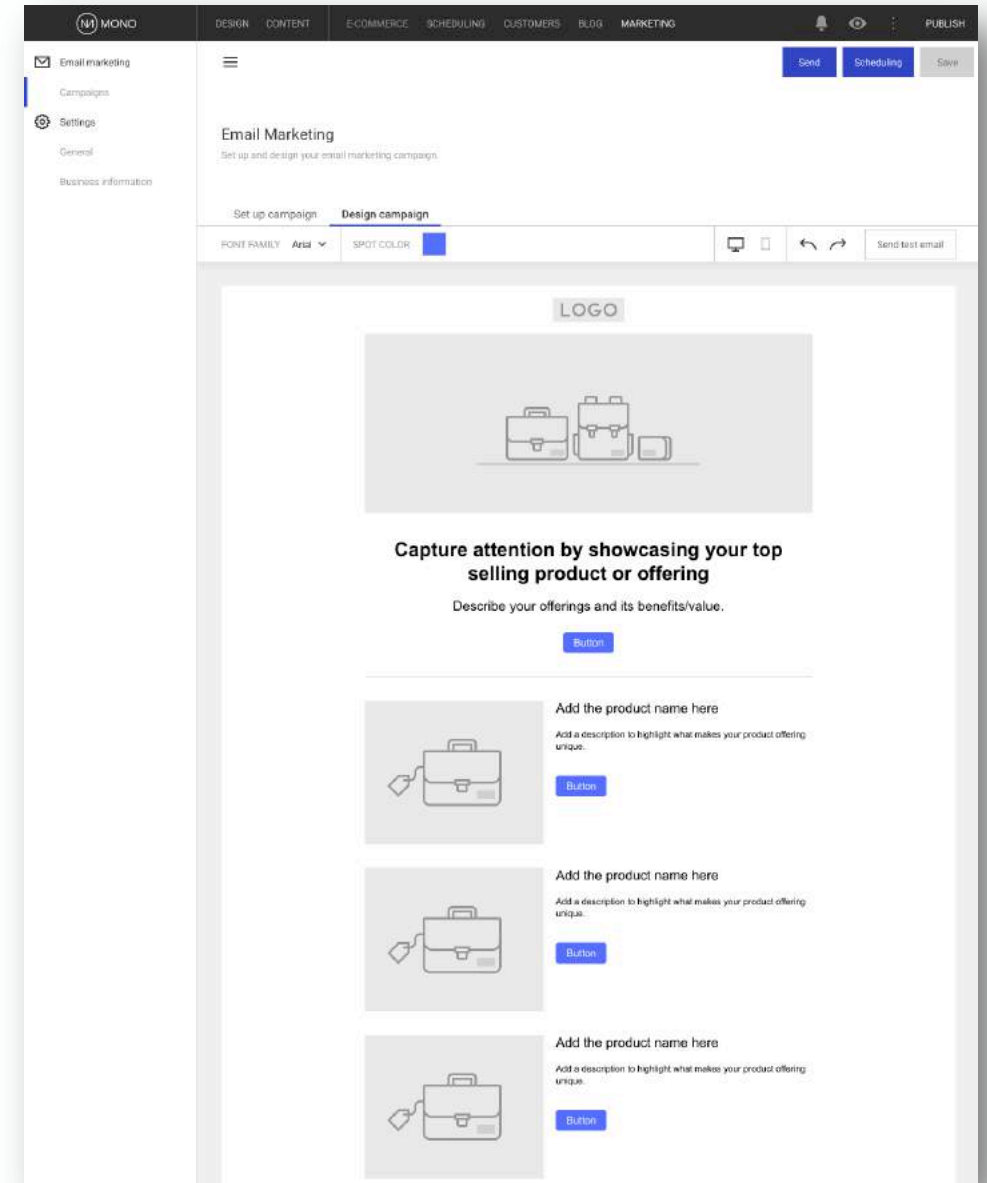
4 POPULAR EMAIL LAYOUTS

Mono Email Marketing will include 4 email layouts that fit the most common email marketing use cases

- Focus on a single or multiple stories

- Draw attention to special products or offers

- Customize texts, images and links

- Customizable footers with branded content

- Unsubscribe option
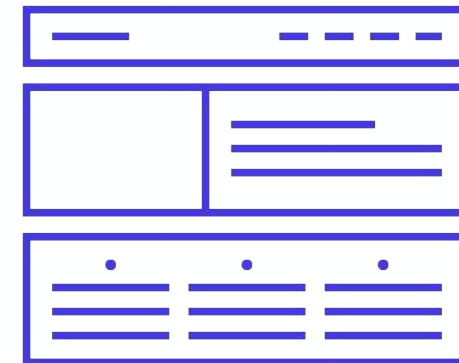
EDUCATE YOUR CUSTOMERS

LOGO

Add an informative headline

Use this template to tell a story, promote an event or educate your customers.

Remember to break up your text to make it easy-to-read on all devices.

Use the button below to help direct readers to a specific call-to-action, for example getting in touch with you or signing up for an event.

Add a sub-headline to break up the text
You can use bold, underline and italic to emphasize text or make it stand out, e.g. as a headline. Don't be afraid to write your email campaigns in an active voice, and highlight your excitement about your campaign. Remember - excitement is contagious!

Lastly, don't forget to end your email with a personal touch.

All the best,
Your friends at Mono

Button

Company Name
123 Street name, City name
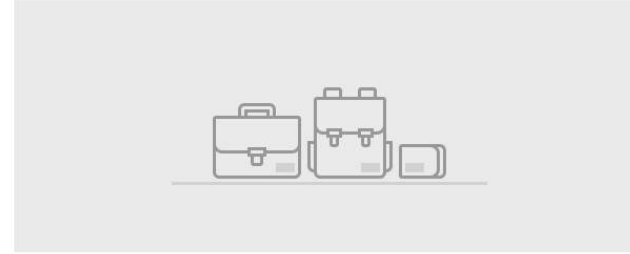12345 State/locality name
Country name

www.website.com
hello@company.com
(+1) 123-456-7890
Twitter | Facebook | Instagram

Click here to unsubscribe

Copyright 2019 © Company name , all rights reserved

MAKE AN ANNOUNCEMENT

LOGO

Add an eye-catching headline!

Use this intro to highlight the purpose of your email campaign. Don't forget to add a relevant top image and headline

Button

Promote products, sale items, events or other news.
View product

Let your customers know much they are saving. For example: "Save 50%" or "Save $20"

Promote products, sale items, events or other news.
View product

Let your customers know much they are saving. For example: "Save 50%" or "Save $20"

Company Name
123 Street name, City name
12345 State/locality name
Country name

www.website.com
hello@company.com
(+1) 123-456-7890
Twitter | Facebook | Instagram

Click here to unsubscribe

Copyright 2019 © Company name , all rights reserved

SHOWCASE YOUR PRODUCTS

TELL A STORY

THANK YOU!

Svenn Andersen

COO

Jesper Grenaa Eilertsen

On-Boarding &
Operations Manager

Line Nymand Juliussen

Product Manager

Valerio Sandri

Product Manager

Anders Lund

Team Lead for UX and
Design

Q&A