

# Strengthen business with customer data

Empower SMBs to get to know their customers better



MONO CUSTOMERS

# SMART CUSTOMER MANAGEMENT

Customer data is a valuable asset to building a successful business online, and can often be challenging for SMBs to collect and manage.

With Mono Customers, it's easy.

## VALUABLE INSIGHT

Mono Customers captures important website user interactions, such as form data, into a user-friendly database. This data enables business owners to gain valuable insights into how website visitors, be it prospects or customers, interact with their business. SMBs can then leverage this data to create tailored online experiences.

## TARGET BETTER

SMBs can use collected data to create dedicated user groups, such as loyal customers or prospects. This allows business owners to easily decide and plan which customer segments are relevant to target for specific marketing activities.

## STAY IN TOUCH

60% of customers prefer to be contacted with promotions and offerings via email.<sup>1</sup> With a native customer database, SMBs can add recipients to specific user groups for easy targeting. They can then create and send targeted email campaigns for these groups with Mono Email Marketing.

## MAKE IT EXCLUSIVE

SMBs need to manage many relationships including loyal customers, distributors, and more. With password protected pages, business owners can give exclusive access to content with privileged information, special offers and more.

1) GetApp, 2018