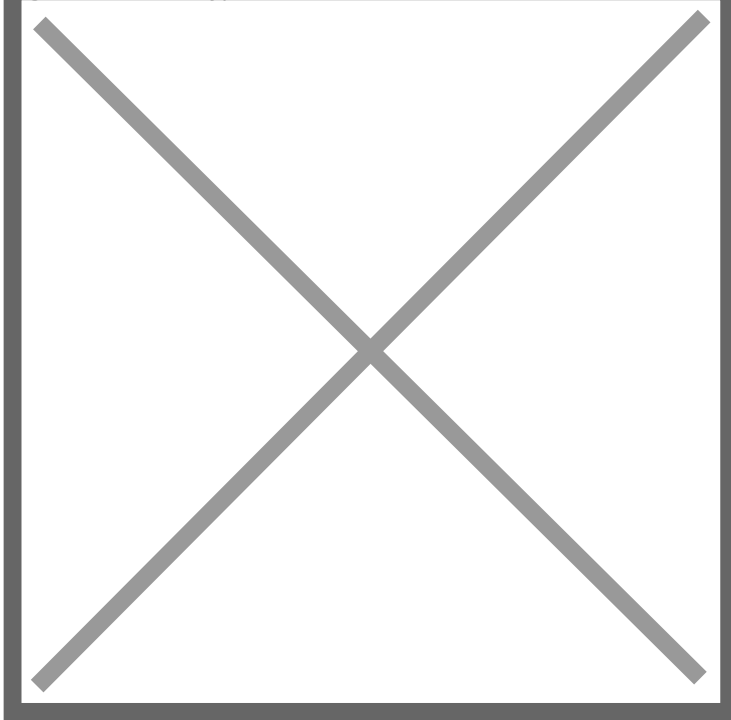


# Linking Subscribers Across Platforms

A big part of what SmartEngage is great at is attributing different platforms to one specific Subscriber. This is done using a variety of methods which include cookie tracking, URL tracking, Javascript, IP tracking, and some other proprietary methods.

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We also encourage you to do your part in linking alternative platforms to your subscribers by sending incentivized communication messages.

For example: If you have a list of Subscribers where you only have their email address you might send them a broadcast with a link that takes them to your Facebook Messenger Messenger Ref URL where they can download a free gift.

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