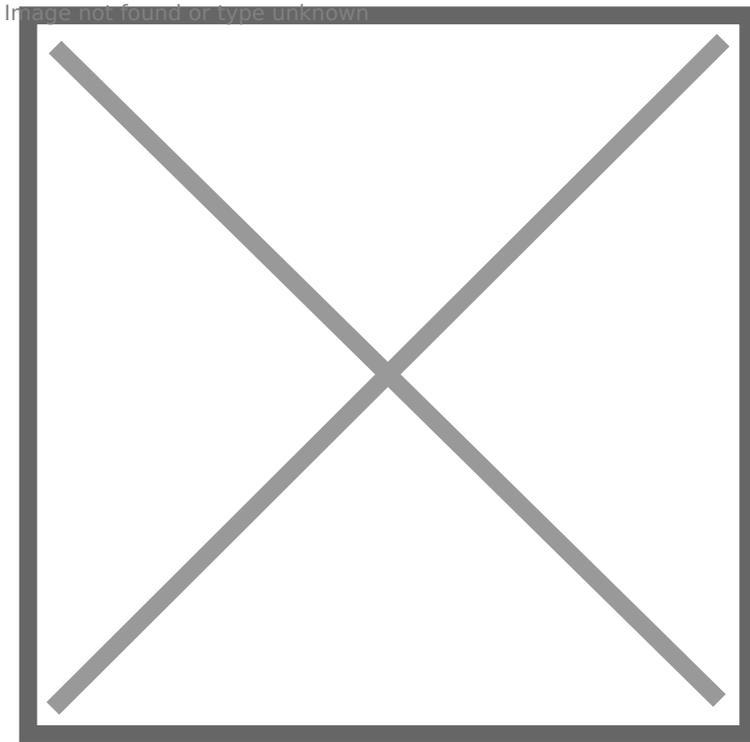


Linking Subscribers Across Platforms

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.



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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