

Paytronix Advanced Messaging

FlightPath

FlightPath additional service overview

Together we'll land this

Contents



By the end of this document, you'll be well-prepared to choose the Service option that best suits your needs.

- **Service options overview**
- **Functionality & features**
- **Implementation Services**
- **Additional Services**

Advanced Messaging

Option 1 Overview

Customer Profile:

A FlightPath for existing Growth Marketing customers who want to have a stronger marketing journey for their guests.

FlightPath Service Outcomes

Following your FlightPath, you will:



Be able to launch multi-channel campaigns across email, SMS, and mobile



Have streamlined Multi-Touch Campaign Management



Have access to journey-level reporting to measure message and campaign performance



Be able to easily duplicate successful campaigns



Be able to create targeted emails tailored to customer's outcomes



Create scheduled follow-ups through journey builder to drive higher engagement

Customer Effort

A typical FlightPath requires 6 hours effort from your team to go live with your new system.

Typical Duration

70% of our customers go live with their system within 6 weeks.

Optimal Duration

Customers with the capacity to complete their activities quickly take as little as 4 weeks from kick-off to go-live.

Service Experience

This is an Onboarder led experience. Your Onboarder will deliver training and configuration sessions guiding you through your go-live activities. You will be required to gather and complete configuration tasks based on training delivered.*

* Refer to the Service Summary slide for a detailed breakdown of your FlightPath

Each of our Service Packages delivers a tailored set of system functionalities, strategically crafted to align with your business needs and drive impact.

Product features included in FlightPath for Advanced Messaging		
Feature	Summary	Option 1
Campaign Dashboard	View performance insights and results for all published campaigns and journeys within your loyalty program.	●
Campaign Creation	Create one-time, recurring, or journey-based campaigns with ease.	●
Journey Builder	Design seamless, personalized messaging journeys across email and push notifications to guide guests at every step.	●
Campaign Calendar	See all scheduled campaigns in a clear calendar view so you know exactly when messages will be sent.	●
Duplicate Campaigns	Save time by quickly duplicating existing campaigns or journeys.	●
Sending Tests	Preview campaigns by sending test messages to yourself.	●
Split Testing	Compare two versions of a campaign, message, or experience to see which one performs better, so you can make data-driven decisions that drive higher engagement and results.	●

Each of our Service Packages offers a curated suite of outcome-driven services, expertly designed to deliver the fastest possible return on investment (ROI).

Implementation Services Included in FlightPath for Advanced Messaging		
Service	Summary	Option 1
Onboarding & Access Confirmation	Your onboarder will confirm all team members can access Paytronix Messaging and answer any initial questions from the Paytronix Messaging training video.	
Test Journey Build & Publish	Your onboarder will setup and publish a test journey to review in the training call.	
Journey Review & Refinement	Session to discuss previously published journey and additional questions you may have.	
Final Q&A & Sign-off	Discuss any final questions around Paytronix Messaging.	

