



Sophisticated Email Marketing Made Easy

Bronto Marketing Platform



Oracle NetSuite's Bronto Marketing Platform provides a suite of sophisticated, easy-to-use tools for marketers to create, send and analyze email, SMS and social campaigns. Bronto's seamless integration with leading ecommerce platforms provide the data needed to create relevant and personalized marketing campaigns.

With thousands of successful implementations, NetSuite has taken that experience and developed a set of leading practices designed to provide faster time to value and greater customer success. NetSuite SuiteSuccess for Bronto can help increase revenue and engagement while saving your organization time and resources.

Key Benefits

- Increase revenues by maximizing the value of data with powerful and flexible email marketing solutions.
- Save time and resources with drag-and-drop tools and automation.
- Create relevant, personal messages by bringing shopper engagement, preferences and website behavior together.
- Seamlessly engage with your customers across multiple channels including email, SMS, online and social from a single solution.
- Measure and optimize marketing ROI by going beyond open rates and click-throughs to see revenue generated from specific campaigns.
- Future-proof your business with the last email marketing solution you will ever need.

The Bronto Marketing Platform empowers marketers to increase engagement and revenue while saving time and optimizing resources.

Message Creation

Easily create email messages and dynamic content with a drag-and-drop editor. Choose from dozens of mobile-optimized email templates. Preview messages across email clients, browsers and devices.

Personalization

Build dynamic segments using subscriber profile data, purchase history, click and visit behavior, geolocation, demographic data, and more. Deliver relevant and personalized product recommendations in email and on your website.

Automation

Save your team time by introducing automated message workflows to your email marketing program. Setup automated campaigns like welcome series, birthday, post-purchase and transactional messages with drag-and-drop simplicity.

Cart and Browser Abandonment

Identify contacts who abandon your website or shopping cart and trigger personalized messages with product attributes and cross-sell recommendations.

List Growth

Design and deploy mobile-friendly pop-up modals in minutes—no coding required. Use pop-ups to capture new subscribers or recover visitors about to leave your website.

Coupon Management

Offer unique coupon codes in your pop-ups, email and text messages. Gain insights into redemption metrics and revenue per coupon.

SMS

Engage your customers with personalized text messages sent directly to their smartphones. Layer SMS into your existing segmentation and automation strategies and track performance in real-time.

Social Marketing

Increase revenue with targeted Custom Audience advertisements on Facebook and Instagram. Acquire new subscribers with Facebook Lead Ads and Page Tabs.

Integrations

Facilitate data-driven marketing using best-in-class integrations with leading ecommerce platforms, including Oracle NetSuite, Magento, Shopify and Salesforce Commerce Cloud. Leverage automatic data imports, open APIs and a single script for other platforms or bespoke solutions.

Reporting and Analytics

Analyze real-time, customizable dashboards to obtain insights into list growth, segmentation, deliverability and email performance. Dive into granular metrics like revenue per email, performance by device type and heat maps. Conduct A/B testing or build comparison reports with time-based filtering to make better business decisions.