



WEBINAR

# Feature Launch: SMS Marketing Campaigns

@GatherUp | GatherUp.com



# Agenda



**1**

Creating a Customer Loyalty Loop

**2**

What is Campaigns?

**3**

Benefits of SMS Marketing

**4**

Campaigns Demo

# Steve Hartman

- Over four years at GatherUp split between multi-location sales and product marketing
- Lives at the intersection of customers and the product, CS, sales and marketing teams
- Part of product development and pricing, communication and feedback team





GatherUp is one platform that scales all aspects of your reputation management from **listening** to customers to **understanding** them to **engaging** with them so you can improve the customer experience across multiple businesses.

# Providing reputation management services to 10,000+ locations across hundreds of agencies, multi-location businesses, & franchises



# Storytime



# Coffee Shop

You ask for reviews and act on the feedback.

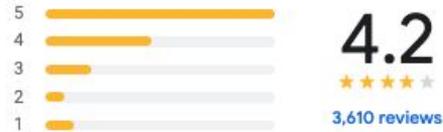
## Where you're crushing it

1. **Quality of food and beverages:** A consistent highlight within the reviews is the delicious food and drink options being served. One customer said, "Great coffee and good food."
2. **Friendly and great staff:** Customers appreciate the friendly and good quality service provided by the staff. One complimented with, "Absolutely fantastic customer service every time!"
3. **Good atmosphere:** The coffee shop's ambiance is recognized by many customers with comments like, "I really enjoyed sitting outside with their drip brew."
4. **Community feel:** Patrons enjoy the welcoming vibe and local community feel of the coffee shop. A reviewer mentioned, "A great community coffee shop filled with people living in the neighborhood."

 **alina kapinos**  
3 reviews  
★★★★★ 17 hours ago **NEW**  
[More](#)

 **Whoever**  
Local Guide · 64 reviews · 91 photos  
★★★★☆ a day ago **NEW**

## Review summary



 "Prices are reasonable, **service** great, and the **food** tasted great."

 "Tasty **burger** cooked to order, reasonably priced **drinks**."

 "Great **breakfast food** (vegan **burrito**) and just a short **wait** for an outdoor **table**."

# Coffee Shop

You work hard to build your online presence.

The image shows two screenshots of online business listings for 'Lost Lake Cafe & Lounge'. The left screenshot is from Yelp, and the right is from Facebook. Red boxes highlight specific elements in both.

**Yelp Listing (Left):**

- Business name: Lost Lake Cafe | Cafe in Capitol Hill
- Hours: THURS-SAT 7am - 3Am • Sun-wEd 7am - 12Am Happy hour. Morning - 7AM - 8AM Afternoon - 3pm - 6pm • Phone (206) 323-5678 • Location 1505 10th Ave, Seattle WA 98122.
- Menu: Enjoy a wide variety of menu options around the clock ...
- Breakfast: Email Address. Sign Up. We respect your privacy. Thank you ...
- Food: Welcome to the Lost Lake Cafe in Capitol Hill, Seattle. We're ...
- Lunch & Dinner: Email Address. Sign Up. We respect your privacy. Thank you ...
- More results from [lostlakecafe.com](https://www.lostlakecafe.com) »
- Yelp profile: <https://www.yelp.com> › Lost Lake Cafe and Lounge
- Business name: **LOST LAKE CAFE AND LOUNGE - 708 Photos & ... - Yelp**
- Address: Lost Lake Cafe and Lounge, 1505 10th Ave, Seattle, WA 98122, Mon - 7:00 am - 12:00 am, Tue - 7:00 am - 12:00 am, Wed - 7:00 am - 12:00 am, ...
- Rating: 3 ⭐ (1,128 reviews) • Price range: \$11-30
- People also ask: Who owns Lost Lake Cafe? When did Lost Lake Cafe open?
- Instagram: <https://www.instagram.com/lostlakecafe>
- Business name: **Lost Lake Cafe & Lounge (@lostlakecafe)**
- Address: Seattle, WA SUN-WED 7am - 12am | THURS-SAT 7am - 3am. Soon again to be '24/7 365 Days A Year'. [lostlakecafe.com](https://www.lostlakecafe.com). Our Bday Party's profile picture.
- Facebook: <https://www.facebook.com/LostLakeCafe>
- Business name: **Lost Lake Cafe & Lounge**
- Address: Lost Lake Cafe & Lounge, 9/45 likes • 1 talking about this. OPEN LATE: THURS-SAT 7AM - 2AM SUN-WED 7AM - 12AM On Seattle's Capitol Hill. Address: ...
- Rating: 3.9 ⭐ (546 votes)

**Facebook Listing (Right):**

- Business name: **Lost Lake Cafe & Lounge**
- Rating: 4.2 ⭐ (3,610 Google reviews)
- Price range: \$\$ • Diner
- ORDER ONLINE button
- Service options: Dine-in • Takeout • No-contact delivery
- Address: 1505 10th Ave, Seattle, WA 98122
- Hours: Open • Closes 3AM • More hours
- Menu: [lostlakecafe.com](https://www.lostlakecafe.com)
- Phone: (206) 323-5678
- Suggest an edit • Own this business?
- Questions & answers: Q: It's been a long time since I visited Lost Lake. Do they still offer Happy Hour menu? A: Yes- (2 more answers) See all questions (9)
- Popular times: MON TUE WED THU FRI SAT SUN. Live: Not busy (Usually no wait)
- People typically spend 45 min to 1.5 hr here
- Send to your phone button

**Red Annotations:**

- On the Facebook listing, a red box highlights the rating (4.2 stars) and price range (\$\$ - Diner).
- On the Facebook listing, another red box highlights the 'ORDER ONLINE' button.
- On the Facebook listing, a third red box highlights the 'Questions & answers' section.
- On the Yelp listing, a red box highlights the business name 'LOST LAKE CAFE AND LOUNGE' and the rating '3 ⭐ (1,128 reviews) • Price range: \$11-30'.
- On the Yelp listing, a red box highlights the business name 'Lost Lake Cafe & Lounge' and the rating '3.9 ⭐ (546 votes)'.

# Coffee Shop

Post reviews on your website which brings in new customers.

**MONTHLY SPECIALS**  
Crab Benedict  
Muffuletta Sandwich  
Mango Habanero Wings

**HAPPY HOUR IS BACK!**  
Morning | 7am-8am  
Afternoon | 4pm - 6pm

**HAPPY HOUR MENU**

**FEATURED MENU ITEM**  
Lost Lake Bloody Mary  
Jalapeño Infused Vodka, Lost Lake Bloody Mary  
Mix and pickled vegetables.

**4.6** Out of 5 Stars  
★★★★★  
Overall rating of 2,963 3rd-party reviews

[Leave Us Feedback](#)

View Filters

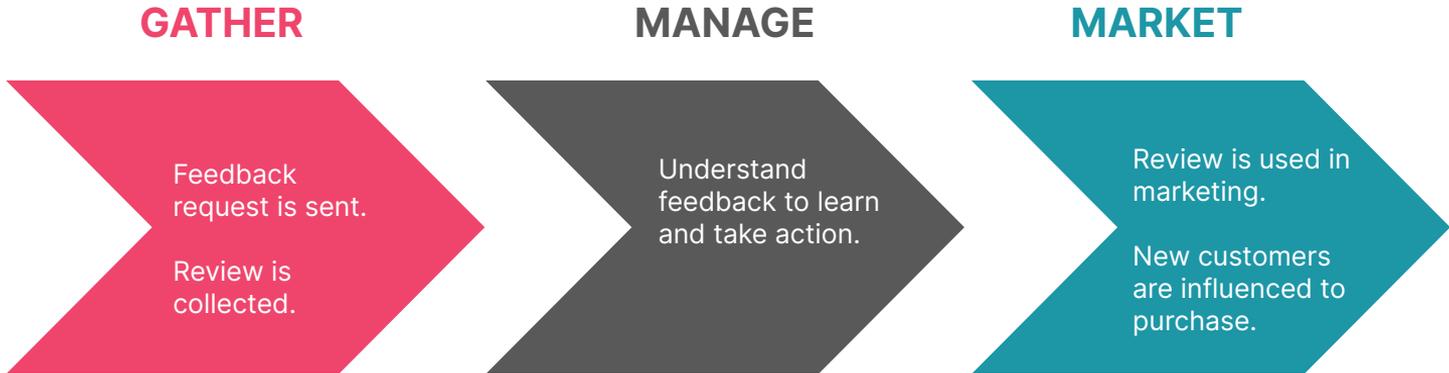
**Gerardo Tamayo**  
August 20, 2023  
2 out of 5 stars  
Google  
Good food but terrible service. Went to this location at opening with the restaurant near empty. Grabbed a chair nearby and sat on the end of the tabl...  
Read More

**Ben S**  
August 19, 2023  
5 out of 5 stars  
Google

**Heather Kuykendall**  
August 19, 2023  
4 out of 5 stars  
Google

1 2 3 4 ... 221

# LINEAR CUSTOMER JOURNEY



# Coffee Shop

## But something is missing

- Couldn't use feedback as a way to communicate directly with customers.
- It's hard to retain or reward customers for their loyalty.
- Businesses HOPE customers come back. But hope is not a strategy.

# Coffee Shop

What if you could...

ENGAGE your loyal customers where the message will *most likely* be seen.



🍩 It's International Donut Day! Get a FREE donut with a coffee purchase today only.

# Coffee Shop

What if you could...

Show appreciation to your customers and get them to come back over and over.



🍩 It's International Donut Day! Get a FREE donut with a coffee purchase today only.

Be right there!

See you then!

# Coffee Shop

What if you could...

Gain more feedback  
delivering more actionable  
insights.



# SMS MARKETING

## THIS IS THE WAY

New marketing channel that builds customer loyalty.

An SMS list is the most POWERFUL list in marketing.

Engage customers and increase retention using the personal touch of SMS marketing.



# Customer Loyalty Loop

## LISTEN

Listen to your customers by gathering customer feedback, reviews, and ratings automatically.

1

## ENGAGE

Engage with customers through multiple touchpoints and market your reputation to win new customers.

3



## UNDERSTAND

2

Manage and analyze customer feedback to understand and improve the customer experience.



## Listen

Listen to your customers by gathering customer feedback, reviews, and ratings automatically.

- Email requests
- SMS requests
- TextBack
- Web-to-Text Widget  
*Coming Soon*
- Monitor reviews on the most important sites
- Monitor Google Business Profile Q&A



## Understand

Manage and analyze customer feedback to understand and improve the customer experience.

- Tag customers by theme or topic
- Auto-tagging reviews
- Performance reporting
- Smart Insights BETA
- Filter reports by tag or keyword
- Feedback and review notifications



## Engage

Engage with customers through multiple touchpoints and market your reputation to win new customers.

- AI-assisted review responses
- **NEW** SMS Marketing
- **NEW** Two-Way SMS Conversations
- Display reviews on website using widgets
- Location or tag-specific review widget
- Social sharing

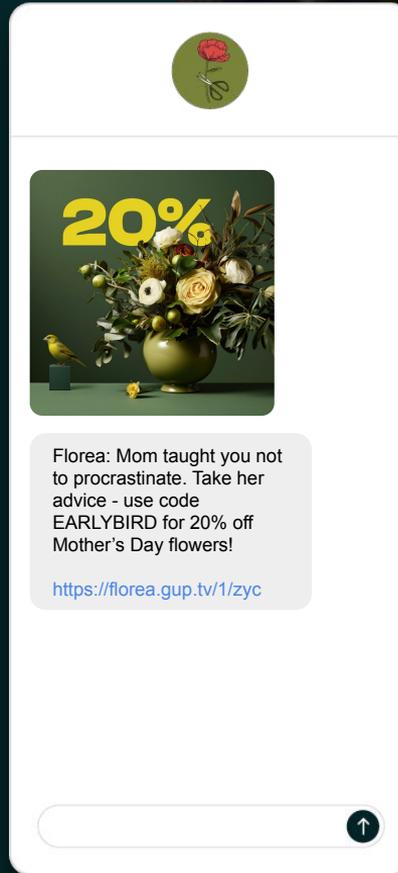
# WHAT IS CAMPAIGNS?

**Campaigns is an SMS marketing feature that drives sales through customer loyalty using customer feedback to create a compliant SMS opt-in list.**

# CAMPAIGNS

## SMS Marketing

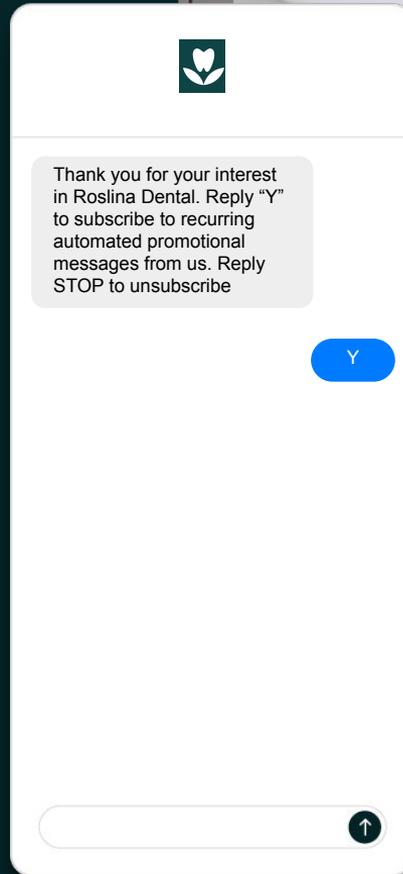
- Like an email that actually gets opened!
- Messages can be sent to segments based on feedback
- Helps businesses engage with their audience
- SMS is an exclusive channel



# IT'S ALL ABOUT THE OPT-IN

## SMS Marketing

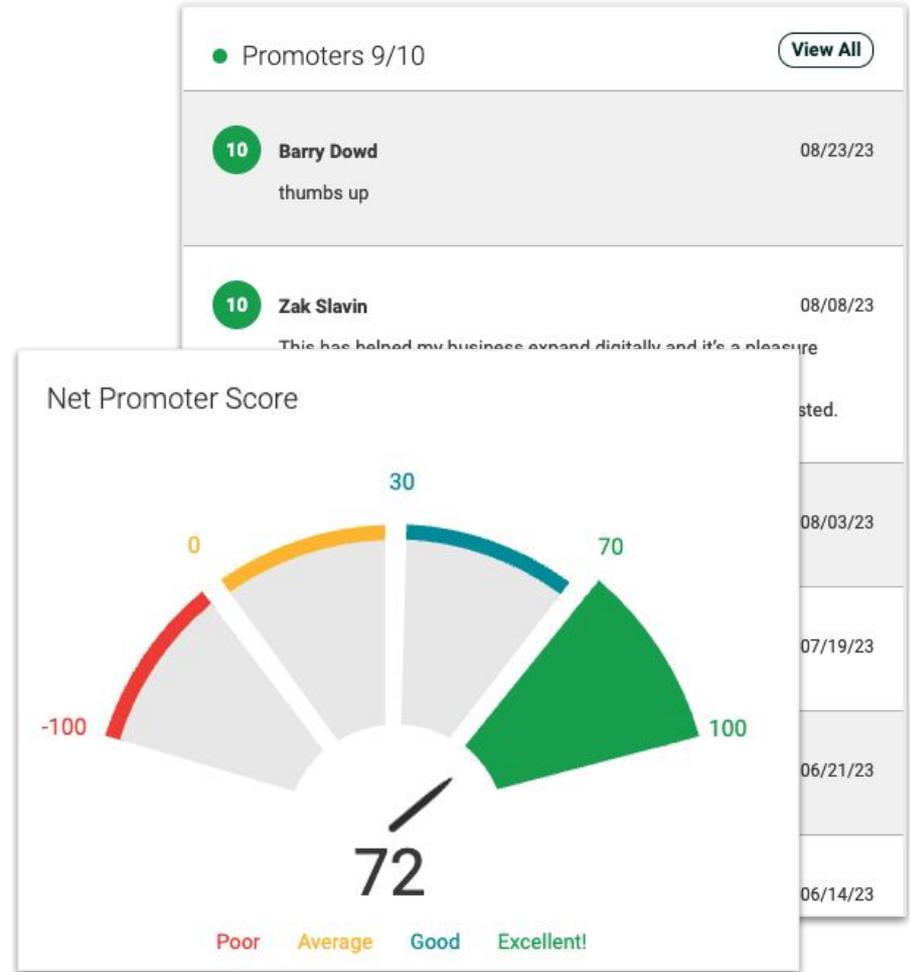
- **MUST** ask for consent, or opt-in, to enroll in SMS marketing
- Businesses sending promotional messages w/o consent can be fined and blacklisted from sending SMS messages



# BUILD A COMPLIANT LIST

## WHO IS GOING TO OPT-IN?

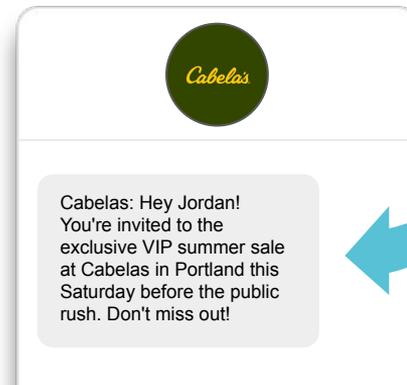
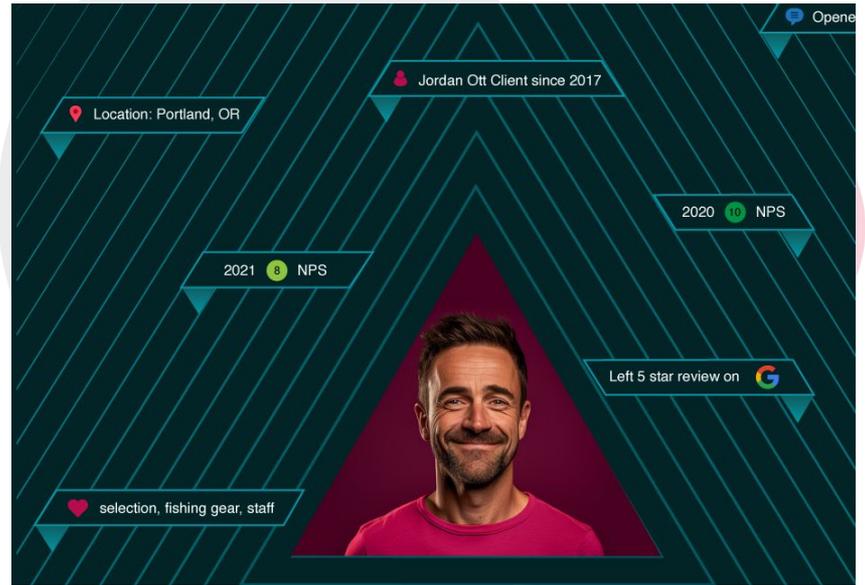
- Ask your happiest customers
- GatherUp knows more about happy customers than anyone
- We've been collecting feedback for 10 years!



# We know who loves you... and why

## Happy customers are more likely to opt in

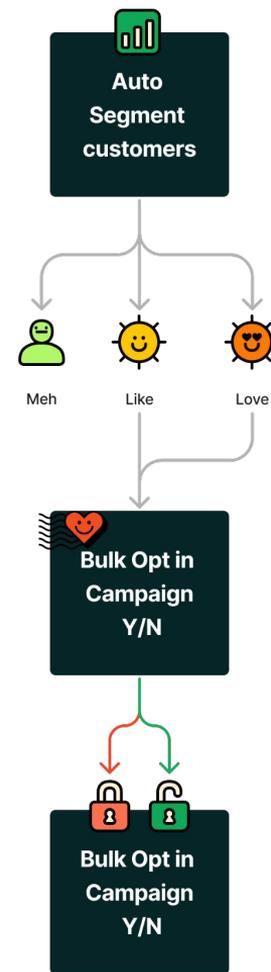
- People willingly give zero-party data, such as reviews and feedback
- We collect more direct feedback than 3rd party reviews
- That feedback is an extremely valuable asset in marketing. 🏆



# Automatic Opt-In

**COMING SOON**

- Contacts already within GatherUp who left positive feedback AND have phone numbers on record
- Automatically added to a Bulk Signup Campaign list





# **BENEFITS OF SMS MARKETING**

**Generate more loyalty and customer retention and provide agencies another growth opportunity with higher ROI.**

# CAMPAIGN BENEFITS

## SMS Marketing addresses key pain points

- Need to combat decreasing consumer engagement
- Declining marketing ROI of channels like social, email, paid search
- SMS marketing is the only marketing channel that drives sales through customer loyalty

**1**

**Minimal time or financial investment**

**2**

**No creative needed**

**3**

**Increased customer loyalty**

**4**

**Added revenue for agencies**

# DECLINING EMAIL ENGAGEMENT

## SMS performs better

- SMS has a higher open and click rate than email
- Email click rates dropped by more than 10% YoY in 2022

	SMS	Email
Open Rate	98%	22%
CTR	6-9%	3%

# SMS is consumers preferred channel



**97%** of texts are read within 15 minutes



**81%** of US consumers had opened an SMS from a business



**63%** of consumers made a purchase by clicking a link in a text in the last 3 months



#### SOURCES

<https://www.attentive.com/state-of-conversational-commerce>

<https://on.emarketer.com/rs/867-SLG-901/images/eMarketer%20SMS%20Marketing%202021%20Report.pdf>

<https://www.smscomparison.com/sms-statistics/>

# Marketers agree...

**96%** of marketers using text messaging say it's helped them drive more revenue

**58%** of marketers see a measurable impact on customer re-engagement and retention after implementing SMS

**67%** of businesses have increased their SMS marketing budgets in 2023.



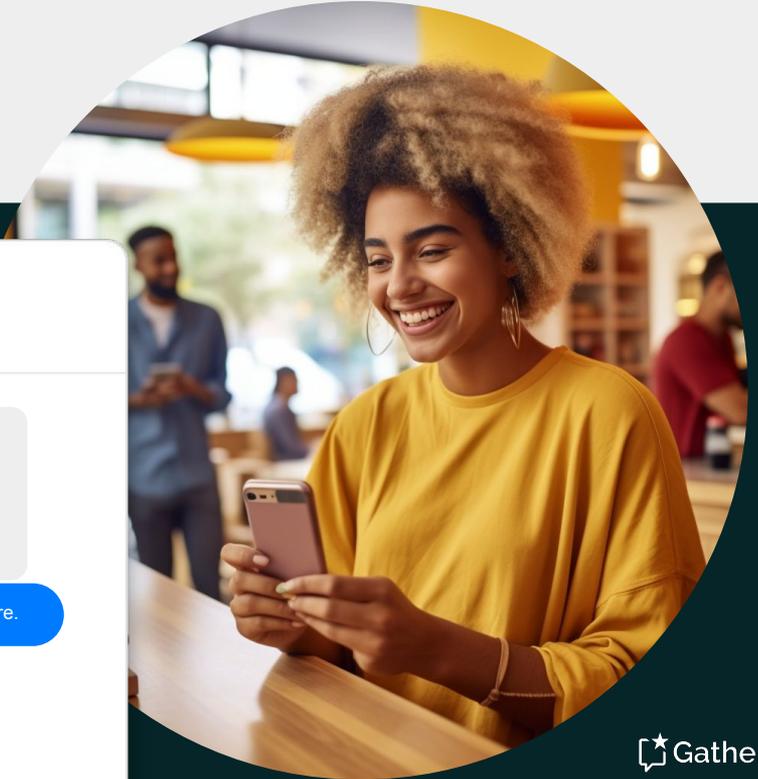
# Over 90% of consumers want to sign up for texts from businesses they love.

81% of consumers are opted in to at least one brand's text message program



PureJuice: Hey Vanessa, remember Monday is Mango Madness. Wear yellow for a free Mango Madness smoothie!

I'm there.



#### SOURCES

<https://www.attentive.com/blog/consumer-trends-report#toc-2>  
<https://www.attentive.com/state-of-conversational-commerce#intro>

# SMS is effective because it's exclusive



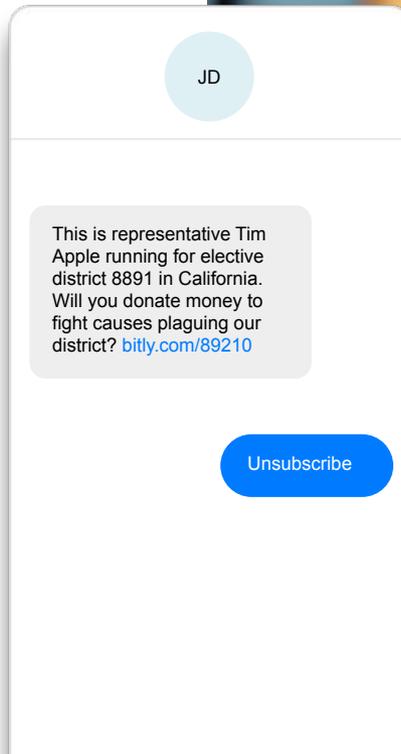
**Consumers are picky about who gets their #**



**Someone who opts in WANTS to hear from the business**



**Spam is not tolerated**



# EASIER THAN CREATING ADS

## No creative needed

- ✓ Fewer resources needed than paid search, social or email
- ✓ Simple as writing a text
- ✓ Equipped with emojis, images, and links to bring the business personality to life
- ✓ Use with other promotions or communications



🍩 It's International Donut Day! Get a FREE donut with a coffee purchase today only.

# Use Cases



An HVAC dealer has a customer list of people who have an A/C unit older than 7 years. They could offer \$500 off a new A/C unit install if they schedule by a certain date.



To build their list, a local retailer sends an opt-in request to their Promoters or 5-star reviewers. Then offer \$10 off their next purchase thanking them for their loyalty.



An urgent care clinic may want to send updates to patients letting them know that flu or covid shots are available. They can walk in or set up an appointment using a link.

# WHERE TO FIND CAMPAIGNS

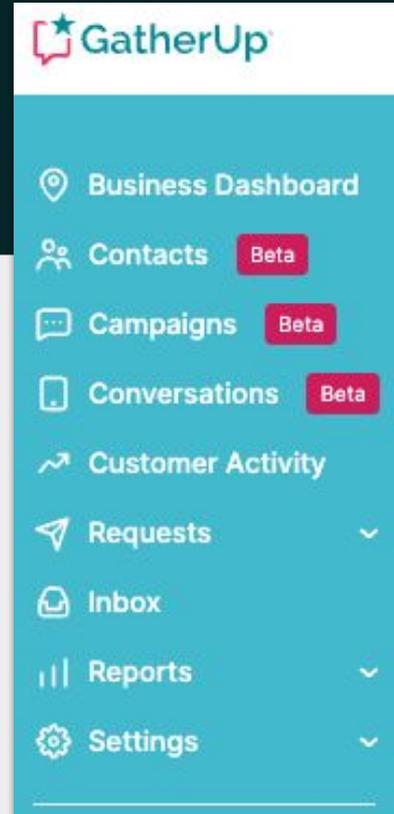
What's changing and how to access Campaigns

# WHAT'S DIFFERENT

## Where to find the new features in the application

### New left nav items

- Contacts, includes Lists
- Campaigns
- Conversations



# CONTACTS

Manually add contacts here



The screenshot shows the GatherUp interface. On the left is a teal sidebar with navigation options: Business Dashboard, Contacts (Beta), Campaigns (Beta), Conversations (Beta), Customer Activity, and Requests. The main content area has tabs for 'Contacts' (selected) and 'Lists'. Below the tabs is a search bar containing 'taco shop' and a result count of 'showing 10 of 2203 results'. To the right of the search bar are an 'Actions' dropdown and a prominent 'Add a Contact' button. A red arrow points from the top right towards the 'Add a Contact' button. At the bottom, a table header is visible with columns: Name, Contact Information, Location, and Last Activity.

GatherUp

Help Steve Hartman

Contacts Lists

**Contacts**

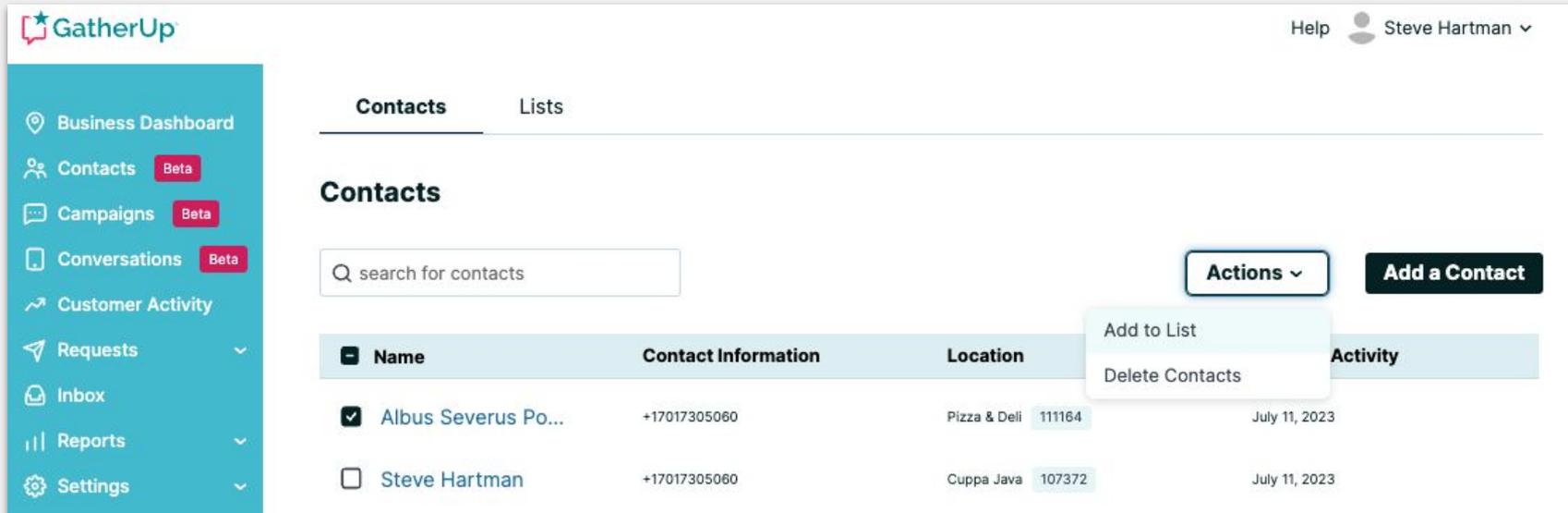
Q taco shop showing 10 of 2203 results Actions

**Add a Contact**

<input type="checkbox"/>	Name	Contact Information	Location	↓ Last Activity
--------------------------	------	---------------------	----------	-----------------

# CONTACTS

## Add contacts to a List



The screenshot shows the GatherUp interface. On the left is a teal sidebar with navigation options: Business Dashboard, Contacts (Beta), Campaigns (Beta), Conversations (Beta), Customer Activity, Requests, Inbox, Reports, and Settings. The main content area is titled 'Contacts' and includes a search bar, an 'Add a Contact' button, and an 'Actions' dropdown menu. The dropdown menu is open, showing 'Add to List' and 'Delete Contacts' options. Below the menu is a table of contacts.

<input type="checkbox"/>	Name	Contact Information	Location	Activity
<input checked="" type="checkbox"/>	Albus Severus Po...	+17017305060	Pizza & Deli 111164	July 11, 2023
<input type="checkbox"/>	Steve Hartman	+17017305060	Cuppa Java 107372	July 11, 2023

# CONTACTS

Uploading a CSV in Campaigns will create contacts

✓ Choose recipients

Send to

A spreadsheet upload

An existing list

A spreadsheet upload

✓ Confirm permissions

Opt-In Confirmation

By checking this box, the party uploading customer information (i) confirms that it has a privacy policy and terms and conditions in place governing the collection, use, and sharing of such customer information; and (ii) has express consent from such customer to share and use such customer information in accordance with the services to be provided. The uploading and/or sharing of customer information is governed by GatherUp's [Terms of Use](#) and [Privacy Policy](#).

Written Consent

- If a contact has provided written consent, the campaign will deliver at the selected time.
- If a contact has not provided written consent, they will not receive the campaign.
- If the contact has not been asked for written consent, we'll request it. [Learn more](#)

Joe Schmo



PROFILE



Name Joe Schmo

Email

Phone

Opt-in No

Location Pizza & Deli

111164

404 Cedar Lake Road South,  
Minneapolis, MN 55405

LIST MEMBERSHIP



contacts-upload.csv

PREFERENCES



SMS

ACTIVITY



NOTES



*Psst.. you can write a note here!*

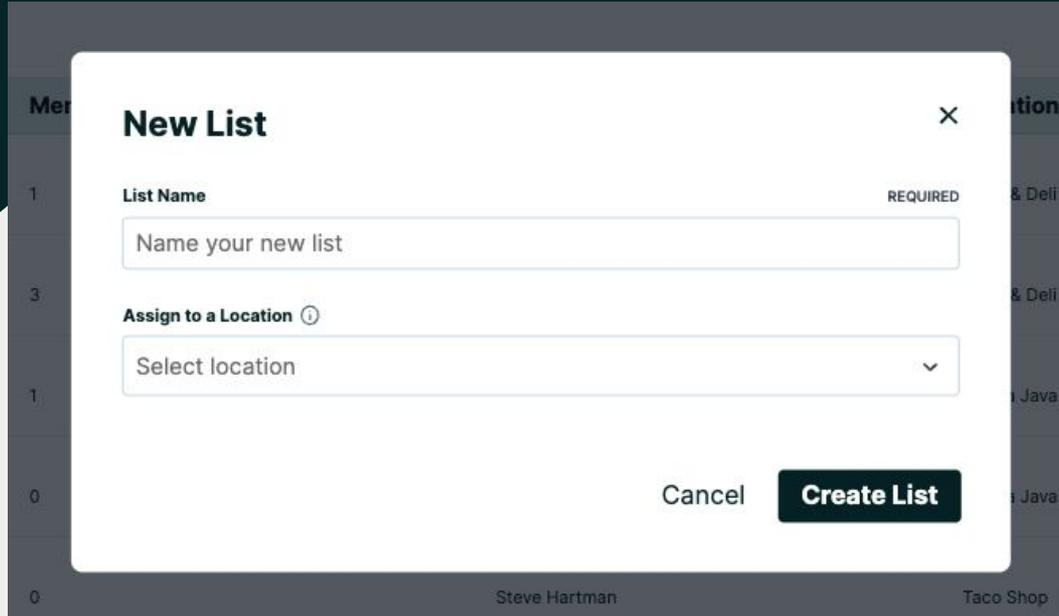
# LISTS

Create Lists from Contacts customers to send SMS

The screenshot displays the GatherUp web interface. On the left is a teal sidebar with navigation options: Business Dashboard, Contacts (Beta), Campaigns (Beta), Conversations (Beta), and Customer Activity. The 'Contacts' option is circled in red. The main content area has a top navigation bar with 'Contacts' and 'Lists' tabs; 'Lists' is selected and underlined, with a red arrow pointing to it from above. In the top right corner, there is a 'Help' link and a user profile for 'Steve Hartman'. Below the navigation bar, the 'Lists' section features a search bar with the placeholder text 'search for lists' and a dark blue 'New List' button. A red arrow points from the search bar area down to the 'New List' button.

# LISTS

## Assign Lists to a location



**New List** ✕

**List Name** REQUIRED

**Assign to a Location** ⓘ

Cancel **Create List**

Steve Hartman Taco Shop

# FAST FOLLOWS

## Pre-built lists

The screenshot shows the GatherUp interface for SMW Marketing. The top navigation bar includes the GatherUp logo, the company name "SMW Marketing" with ID "107916" and email "waltzusie@gmail.com", and a user profile for "Susan Benson". A left sidebar contains navigation options: Agency Dashboard, Business Dashboard, Customer Activity, Contacts, Requests, Inbox (Beta), Reports, and Settings. The main content area is titled "Lists" and features a search bar and a "New List" button. Three pre-built lists are displayed:

- Need Phone Numbers** (45 members): "These contacts love your business, but they don't have phone numbers on record. Ask for their phone number." Status: Coming soon.
- Ready to Sign Up** (31 members): "These contacts love your business and have phone numbers on record. Ask them to enroll in your SMS campaigns." Status: Coming soon.
- Signed Up for Texts** (183 members): "These contacts have said 'yes' to receiving your SMS campaigns. You can send them text promotions. Nice!" Status: Ready now.

Below the list cards is a table header with columns: List Name, Members, Creator, Location, and Date Created.

# CAMPAIGNS

Create a campaign in five easy steps

## Choose recipients

Send to

An existing list

An existing list

A spreadsheet upload

## Confirm permissions

Opt-in Confirmation

- By checking this box, the party uploading customer information (i) confirms that it has a privacy policy and terms and conditions in place governing the collection, use, and sharing of such customer information; and (ii) has express consent from such customer to share and use such customer information in accordance with the services to be provided. The uploading and/or sharing of customer information is governed by GatherUp's [Terms of Use](#) and [Privacy Policy](#).

Written Consent

- If a contact has provided written consent, the campaign will deliver at the selected time.
- If a contact has not provided written consent, they will not receive the campaign.
- If the contact has not been asked for written consent, we'll request it. [Learn more](#)

Name the campaign

Choose recipients

Confirm permissions

Create a compelling message

Send or schedule for later.  
Don't forget to send a test.

# CAMPAIGNS

When uploading a CSV we match columns for accuracy

### Match columns. ✕

Match the column titles in your spreadsheet with the corresponding system label. First name, last name, and mobile phone are required.

Your Columns	System Labels
<input type="text" value="First Name"/> Joe Jane Jack	<input type="text" value="Do not import"/>
<input type="text" value="Last Name"/> Smith Carter Sparrow	<input type="text" value="Do not import"/>

Tip! Use our [downloadable template](#) for easier column matching.

Back Next

er informa  
governing  
express c  
cordance  
er inform

gn will del  
not rece  
we'll req

# CAMPAIGNS

Provide details on why a contact may fail to import

### Ready to import? ✕

Check the details below. If everything looks correct, click the finish button to add these recipients to your campaign.

**\* Failed to add**

- **3 new contacts** who had data format errors that prevent import
- **0 existing contacts** who have opted out of your promotions
- **0 existing contacts** who belong to a different location

[View Errors →](#)

[Back](#) [Finish Import](#)

# CAMPAIGNS

Written consent must be obtained before sending the Campaign

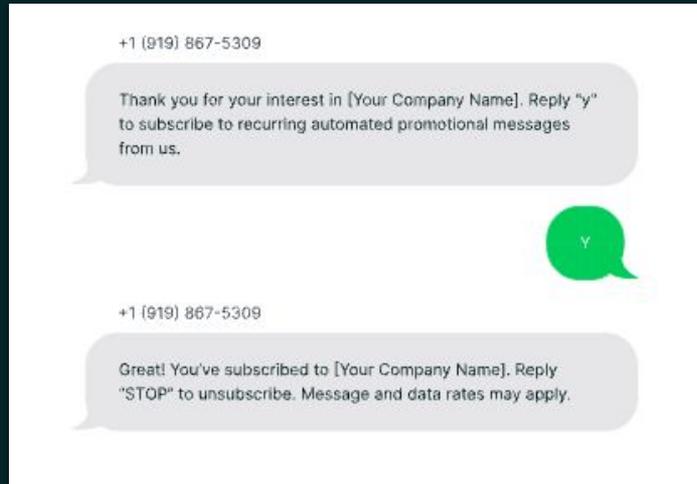
**Confirm permissions**

**Opt-In Confirmation**

By checking this box, the party uploading customer information (i) confirms that it has a privacy policy and terms and conditions in place governing the collection, use, and sharing of such customer information; and (ii) has express consent from such customer to share and use such customer information in accordance with the services to be provided. The uploading and/or sharing of customer information is governed by GatherUp's [Terms of Use](#) and [Privacy Policy](#).

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# FAST FOLLOWS

Piggy-back your review request to increase Opt-Ins

### Turn on automation?

Enable future signup campaigns to send from your account automatically.

**Signup Campaign Automation**

Ask contacts to sign up for your SMS promotions. Contacts with phone numbers will receive the signup text the first time they leave positive feedback.

▼ **Select locations**

- Alton Heights
- Palmetto Lane
- Turtle Beach

**Done**



2023 10 NPS

 Leaves 4 or 5 star review

 Slight Delay

 Promotional Optin

# FAST FOLLOWS

## Piggy-back your review request to increase Opt-Ins

The screenshot shows the GatherUp interface for Sandy Shores Beauty School. The left sidebar contains navigation options: Agency Dashboard, Business Dashboard, Customer Activity, Contacts, Campaigns, Requests, Inbox (with a 'Beta' badge), Reports, Settings, Auto Tagging, Campaign Settings (highlighted), Notifications, Brand & Colors, Online Review Links, and Business Details. The main content area is titled 'Campaign Settings' and includes a sub-header 'Manage campaign defaults for all your locations in one place.' Below this is a 'Signup Campaign Automation' section with a green toggle switch. The text describes sending a text asking contacts to sign up for SMS promotions. It also includes sections for 'Automatic Written Consent Opt-In Request' and 'If Recipient replies Y' and 'If Recipient replies N or STOP', each with a corresponding response message. At the bottom, there is a 'Select locations' dropdown menu.

**GatherUp** Sandy Shores Beauty School 10/9/16 susan@sandyshoresbeauty.com Help Susan Benson

### Campaign Settings

Manage campaign defaults for all your locations in one place.

#### Signup Campaign Automation

Send a text asking contacts sign up for your SMS promotions. The signup text will automatically send to phone contacts the first time they leave positive feedback.

#### Automatic Written Consent Opt-In Request

Thank you for your interest in [Your Company Name]. Reply "Y" to subscribe to recurring automated promotional messages from us.

#### If Recipient replies Y

Great! You've subscribed to [Your Company Name]. Reply "STOP" to unsubscribe. Message and data rates may apply.

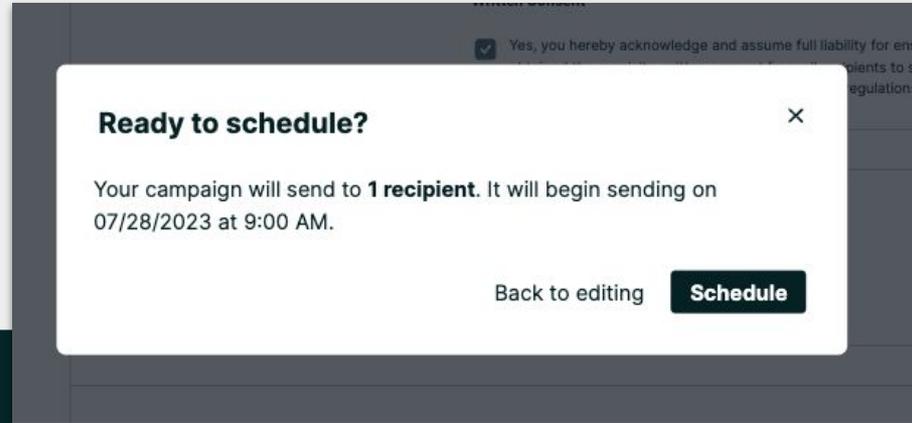
#### If Recipient replies N or STOP

Ok, you won't receive any more messages from us. Reply "Y" or "start" any time to resubscribe.

▼ Select locations

# CAMPAIGNS

Schedule up to 90 days ahead or  
send as soon as possible



**Schedule campaign**

Right away

Your message will go out as soon as possible

At a specific time

Your message will go out at the selected time for the location's time zone

**i** Text messages will only be delivered between 8AM and 8PM. Time zone is determined by the sending location.

# CAMPAIGNS

View past campaign performance and key metrics

Recipients	Delivery	Schedule
GatherUp SMS Test Numbers.csv <a href="#">view list</a> <a href="#">download original csv</a>	Sent on 9/1/2023 at 12:04 PM	Sent right away

<b>11</b> sent	<b>11</b> delivered	<b>5</b> clicked	<b>1</b> opt outs
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**Message**

[Business Name]: 🔍 Discover Your Treasures' True Worth! Our expert jewelry appraisal services ensure you know the value of your precious gems. Learn more: <https://www.gatherup.com/jewelry-appraisals/> 💎💎

Text STOP to opt out



# CAMPAIGNS

## Limits during BETA

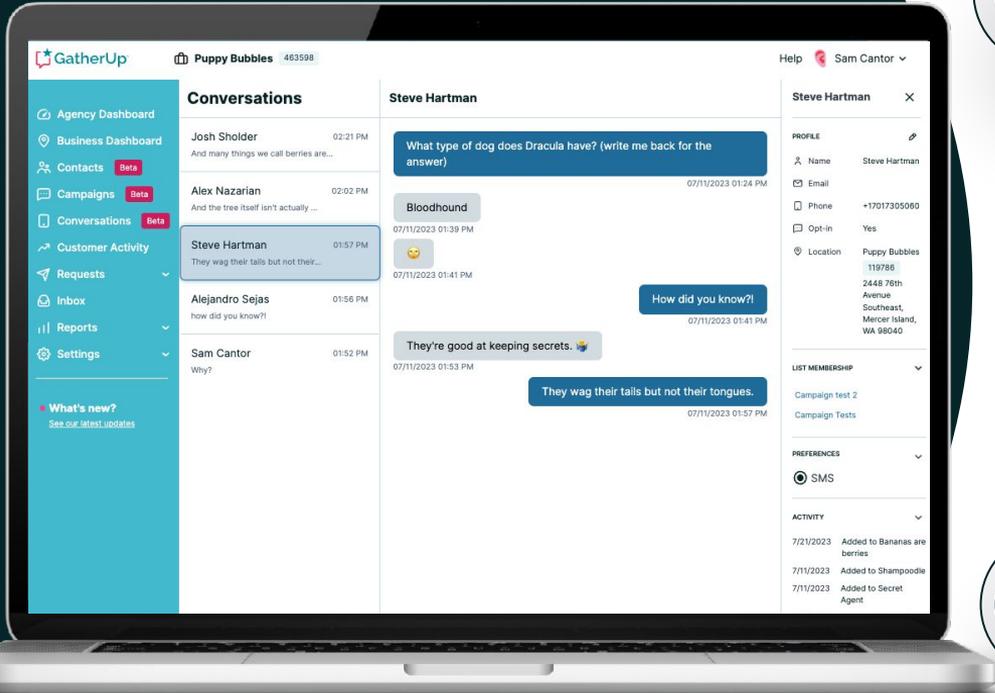
Trials can send up to **50 opt-in and 50 campaign messages total** *while on trial*. Anything over that limit will not be sent.

Active accounts can send-up to **5,000 total campaign** message sends *per account per day*.

Campaigns CSV upload has a max of 1,001 rows (header + 1k).



# Conversations



✓ Track ongoing Conversations

✓ See which customers have messaged you

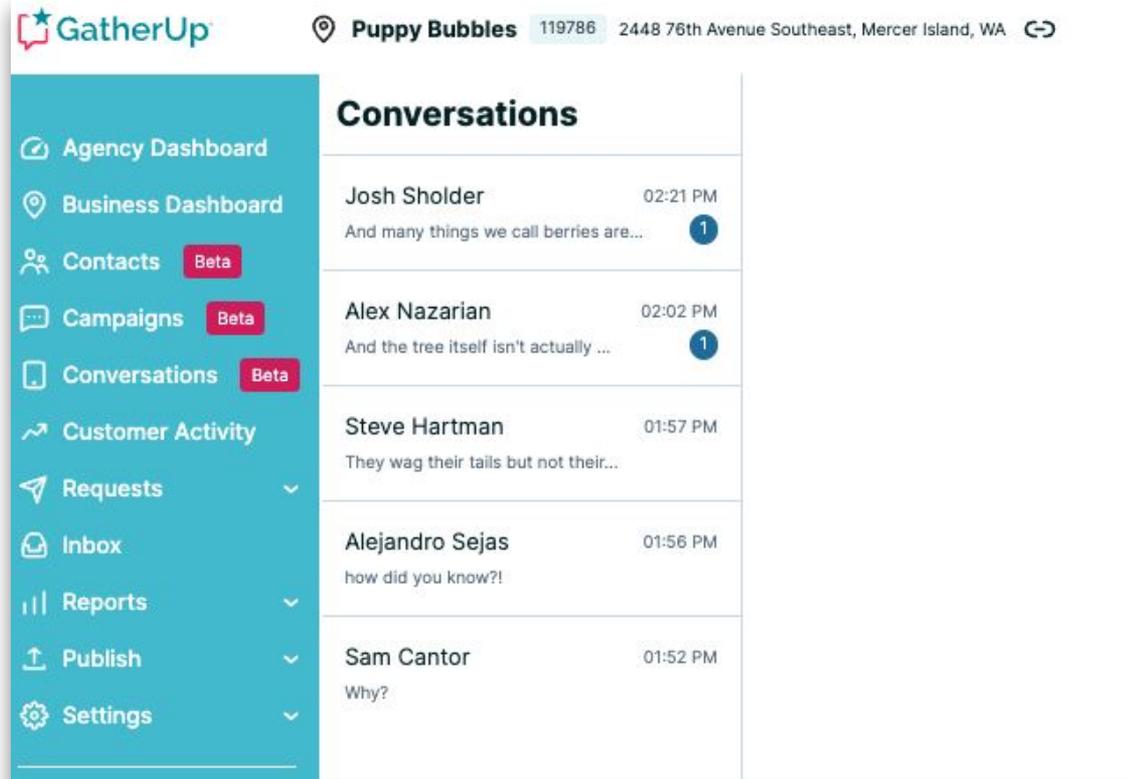
✓ Quickly respond

✓ Engage with your customers

# Keep Track of Conversations

## An inbox for the future

- Track ongoing Conversations
- See which customers have messaged you
- Quickly respond and engage with your customers



# WHERE TO FIND RESOURCES

## Important documents are accessible

- [Knowledge Base articles](#) are available
- [SMS Campaigns-related Blog posts](#)
- [SMS Campaigns Video](#)

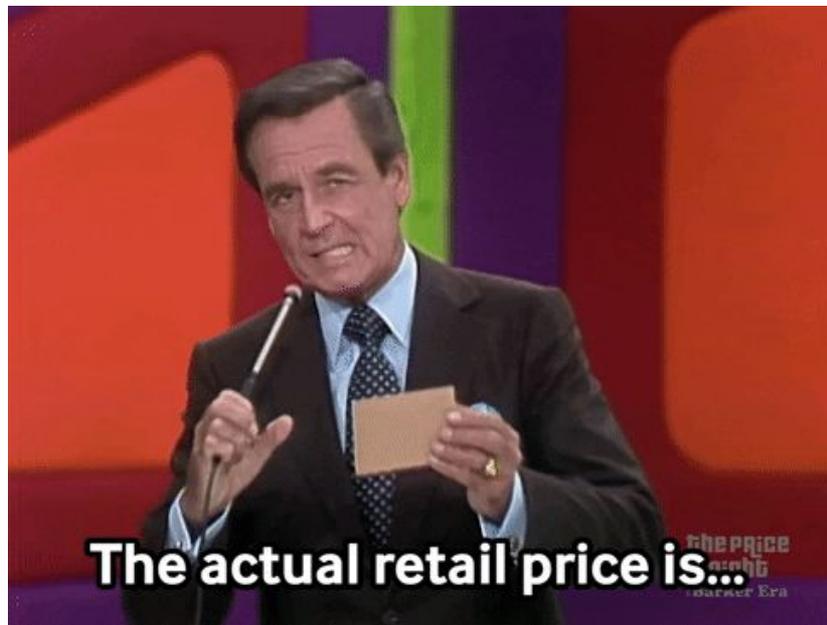


# PRICING PLAN

## Things to note related to pricing

### No change to price during beta

- If you need additional messages please reach out to [support@gatherup.com](mailto:support@gatherup.com)
- Gathering feedback during beta to determine best pricing model going forward
- Pricing updates in Q4 or early Q1



# We need your input!

## Please send us your feedback

- Send feedback in the application
- Email your GatherUp contact

The screenshot shows the GatherUp application interface. In the top left corner is the GatherUp logo. In the top right corner, there is a 'Help' link and a user profile for 'Steve Hartman'. On the left side, there is a teal sidebar menu with four items: 'Business Dashboard', 'Contacts' (with a 'Beta' badge), 'Campaigns' (with a 'Beta' badge), and 'Conversations' (with a 'Beta' badge'). The main content area is titled 'Campaigns' and features a search bar with the placeholder text 'search for campaigns'. To the right of the search bar, there are two buttons: 'Send feedback' (with a red exclamation mark icon) and 'New Campaign'. The 'Send feedback' button is highlighted with a red rounded rectangle.



# THANK YOU!

**Any questions, don't hesitate to reach out:**

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