

PURPLE
SQUARE

Maximise Potential



“ Purple Square have been a **trusted guide and partner** through our targeted marketing and marketing automation journey...a constant source of advice, assistance and guidance to improve our delivery for all stakeholders.”

Alex Beardsall - Head of Targeted Marketing & Loyalty
Morrisons

MANAGED SERVICES

CAMPAIGN DELIVERY

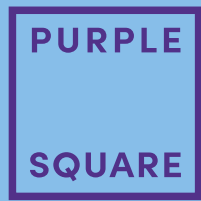
For brands executing customer communications at scale.

You focus on strategy, we develop campaigns according to brief.

We are experts, following proven best practice, using industry leading marketing automation platforms.

Our team becomes an extension of yours.

We fill the gaps.



Maximise Potential

CAMPAIGN DELIVERY

BASIC

- ✓ 10-20 campaigns per week (indicative)
- ✓ Key Metric Reporting

INTERMEDIATE

- ✓ 20-30 campaigns per week (indicative)
- ✓ Key Metric Reporting
- ✓ Performance reporting

ADVANCED

- ✓ 30-40 campaigns per week (indicative)
- ✓ Key Metric Reporting
- ✓ Performance reporting
- ✓ Deliverability Monitoring

ELITE

- ✓ Sized according to your requirements
- ✓ Key Metric Reporting
- ✓ Performance reporting
- ✓ Deliverability Monitoring
- ✓ Extended Hours of Service

How it works



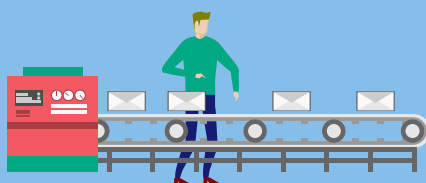
01

Campaign Brief



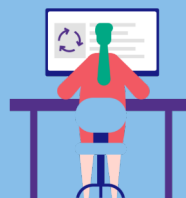
02

Brief Review



03

Campaign Scheduled



04

Build & Deploy



05

Report