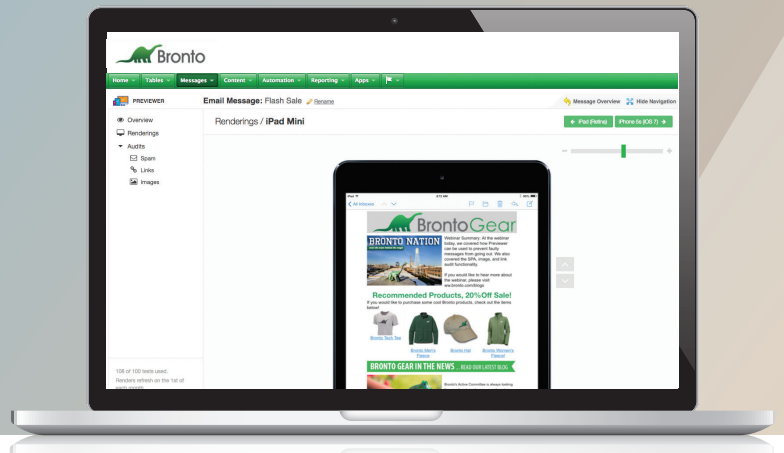# OPTIMISE YOUR MESSAGES FOR THE OMNICHANNEL CONSUMER

PREVIEWER APP

Testing your emails can be a big hassle. It often involves logging into a separate tool and dealing with yet another vendor. And as omnichannel consumers become more sophisticated, there are more variables to test, and more platforms and devices to consider.

The Previewer app is designed to help you optimise your messages to maximise engagement and revenue. And it's available directly from within the Bronto Marketing Platform.

MESSAGE PREVIEWS

Render your messages in over 30 email clients and a variety of web browsers. Preview your changes on the fly.

MOBILE TESTING

Create the optimal experience for mobile consumers by testing your messages on mobile platforms.

SPAM AUDIT

Check your emails against leading spam protection software to ensure your messages will reach the inbox.

LINK VALIDATION

Confirm the URLs you're linking to are not blacklisted and that click-throughs are being tracked.

IMAGE AUDIT

Verify your images are displaying correctly and check how long the message takes to render.

RECOMMENDATIONS

Optimise your messages based on recommendations for formatting and avoiding spam.

About Bronto

Bronto Software, a NetSuite company (NYSE: N), provides a cloud-based commerce marketing automation platform to mid-market and enterprise organizations worldwide. Bronto is the number one ranked email marketing provider to the Internet Retailer Top 1000, with a client roster of leading brands, including Armani Exchange, Timex, Samsonite, Theory and Vince Camuto. The Bronto Marketing Platform is deeply integrated with commerce platforms, such as NetSuite, Magento, Demandware and MarketLive. The company is headquartered in Durham, NC, with additional offices in London, Sydney, New York and Los Angeles.
For more information, visit **bronto.com.au**.

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