

## About Mozu Applications

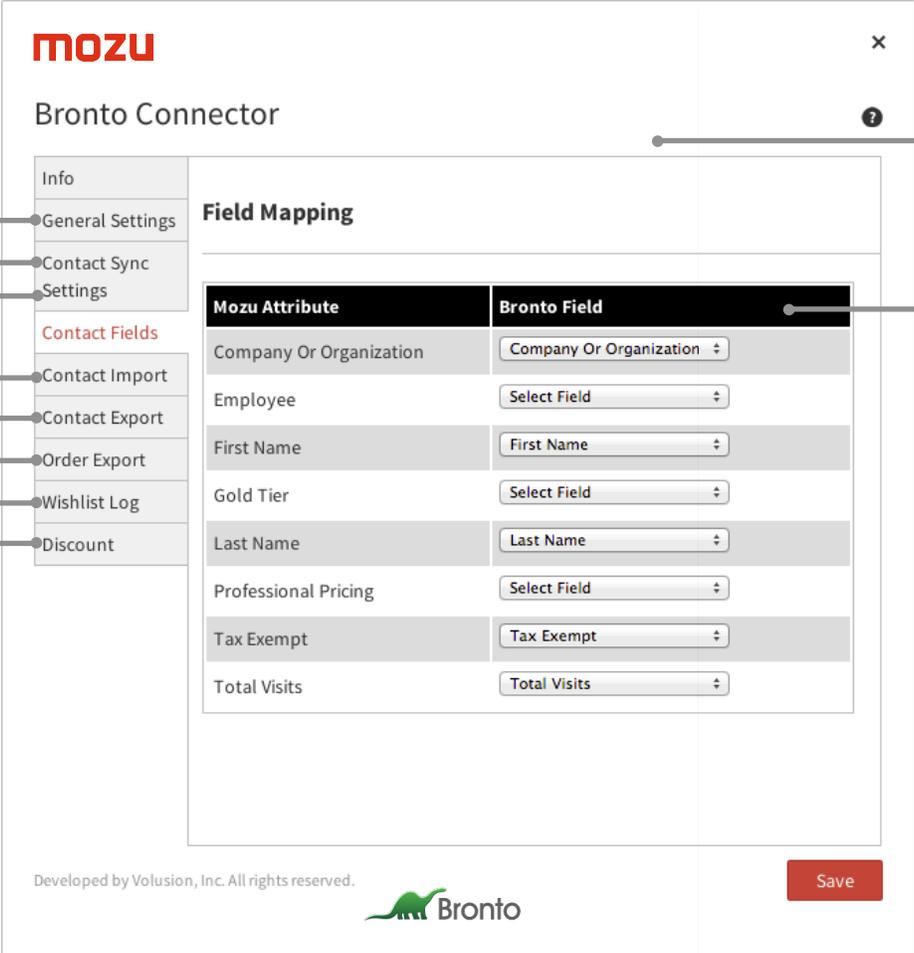
Mozu provides a modern commerce platform with a robust out-of-the-box feature set and an easily-to-extend architecture. Mozu extensibility is made possible through “Applications.” Applications offer a simplified way to expand the native capabilities of the Mozu platform and easily integrate with 3rd party technologies, such as Bronto.

## The Bronto Application

Bronto is a leading email marketing provider offering a cloud-based marketing platform for organizations to drive revenue through their email, mobile and social campaigns. With the Bronto Application for Mozu, you can now bring the power of the Bronto platform to Mozu; helping to drive revenue through targeted and data driven email marketing. With this application, you can easily manage promotional emails based on your marketing discounts, send automated wish list reminders to your shoppers, and automatically synchronize customer data across Mozu and Bronto. Additionally, the Bronto application by Mozu makes it easy to map Mozu customer attributes to Bronto customer attributes and allows for one-click import and export of customer and order data.

## Bronto Application Set-up

Setting up the Bronto Application for Mozu is made simple with a streamlined user interface for configuration. With just a few quick clicks, you can have the Bronto Application up and running in a matter of minutes.



**MOZU**

**Bronto Connector**

Configuration User Interface

Setting Configuration

Multi-Site Mapping

Contact Sync

Opt-out/opt-in

Contact Import

Contact Export

Order Export

Wishlist Reminders

Promotional Emails

Info

General Settings

Contact Sync Settings

Contact Fields

Contact Import

Contact Export

Order Export

Wishlist Log

Discount

**Field Mapping**

Mozu Attribute	Bronto Field
Company Or Organization	Company Or Organization
Employee	Select Field
First Name	First Name
Gold Tier	Select Field
Last Name	Last Name
Professional Pricing	Select Field
Tax Exempt	Tax Exempt
Total Visits	Total Visits

Attribute Mapping

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Bronto

Save

Image: Bronto Application for Mozu

In order to use the Bronto Application for Mozu, you must have a Bronto Account.  
For Application pricing details, please contact us.

# Bronto Application for Mozu Key Features

## Quick Configuration

The Bronto Application for Mozu includes a simplified user interface for configuring how Mozu and Bronto will interact with one another. In a matter of minutes, you can set up your Mozu environment to connect with your Bronto account and synchronize customer and order data, automate wishlist email reminders and send targeted promotional emails.

## Multi-Site Mapping

Easily map all of your customer and order data for each of your Mozu sites to specific lists that you can configured in Bronto for targeted email marketing and streamlined campaign management.

## Contact and Order Data Import and Export

Easily perform batch imports of Bronto customer data into Mozu and batch exports of Mozu customer data to Bronto with a single click. One-click export of Mozu order data to Bronto for customer lifetime value tracking and more targeted email marketing.

## Contact Synchronization

Automatically send customer information, including customer attributes and order details, to Bronto when a new account is created or modified. Automatic data synchronization also takes place on a nightly basis to ensure that your data is completely up-to-date.

The screenshot shows the Bronto application interface. At the top, there is a navigation bar with tabs for Home, Contacts, Messages, Content, Automation, Reporting, and Apps. Below the navigation bar, there is a search bar and a welcome message for Mozu integrators. The main content area displays a list titled "List: Mystic Customers" with various action buttons like Overview, Create Contact, Export, Delete, Copy, and Edit. Below the list title, there is a search bar and a table of customer data. The table has columns for Email, Status, Created, Modified, First Order Date, Last Order Date, Last Order Total, Total Orders, Total RFM Revenue, Average Order Value, First Name, and Last Name. The table contains 7 rows of customer data.

Email	Status	Created	Modified	First Order Date	Last Order Date	Last Order Total	Total Orders	Total RFM Revenue	Average Order Value	First Name	Last Name
curtrose@gmail.com	Onboarding	08/21/2014	09/11/2014	08/21/2014	08/21/2014	\$1,699.00	1	\$1,699.00	\$1,699.00	Curt	Rose
bobdoe@gmail.com	Onboarding	08/20/2014	09/11/2014	08/20/2014	08/20/2014	\$439.56	1	\$439.56	\$439.56	Bob	Doe
reedjames@gmail.com	Onboarding	07/22/2014	07/22/2014	07/22/2014	07/22/2014	\$117.00	1	\$117.00	\$117.00	Reed	James
crowie@gmail.com	Onboarding	07/22/2014	07/22/2014	07/22/2014	07/22/2014	\$104.99	1	\$104.99	\$104.99	Alex	Crowie
markcavendish@gmail.com	Onboarding	07/21/2014	07/21/2014	07/21/2014	07/21/2014	\$126.00	1	\$126.00	\$126.00	Mark	Cavendish
mozudemo@gmail.com	Onboarding	07/18/2014	09/11/2014	08/21/2014	07/21/2014	\$463.26	2	\$489.26	\$244.63	Mozu	Demo
Ckramer2014@gmail.com	Onboarding	07/18/2014	09/11/2014	08/21/2014	07/18/2014	\$31.35	4	\$125.40	\$31.35	Cosmo	Kramer

Image: Bronto Platform showing Mozu Customer and Order Data.

## Wishlist Reminders

Easily set up automated wishlist reminders for customers that have not purchased items on their wishlist. Customize the communicate cadence for wishsit reminders and email templates with just a a few simple clicks.

## Promotional Email Management

With a few simple clicks, you can select from an up-to-date list of all of your marketing discounts and automatically send personalized promotional emails to targeted lists in Bronto. Include specific discount details and drive customer back to your site for repeat purchases.

## Attribute Mapping

Quickly map standard and custom attributes for Mozu customers to Bronto contacts for up-to-date and all-inclusive data across both platforms.

## Opt-In and Opt-Out Synchronization

Automatic nightly synchronization to ensure customer email preferences for opting in and opting out the notifications are kept up-to-date across Mozu and Bronto.