

Q4 2022 PRODUCT UPDATE

PROVIDING METRICS AND LEADS
YOU CAN TRUST





BotShield



INTRODUCTION

Almost 30% of email opens and 35% of clicks are fake.

Though bots protect our privacy and keep us safe, the fake data they generate can give us a distorted view on content engagement and break our automations.

That can result in us investing in the wrong content areas and passing poor leads to Sales.

Much as we love seeing high open and click rates, we feel data integrity is more important. So we created BotShield.

BotShield is an AI-powered solution that looks for non-human behaviour, blocking fake opens and clicks before they muddy your metrics.

Our goal is to deliver metrics, automations and leads you can trust.



BACKGROUND

Bots are computer programs that perform automated tasks or simulate human activity.

Good bots rank us in search engines, provide website analytics, ensure our emails are virus-free and protect our privacy. Bad bots exploit security, post fake reviews and inflate our paid campaigns.

Many corporations have gateways that scan emails for malicious content. These solutions often follow links in our marketing emails, generating fake clicks.

In addition, email clients such as Apple Mail and Gmail “prefetch” emails to protect the privacy of their users. This opens and caches each email, triggering an open whether the user has actually opened the email or not.

BotShield identifies and blocks opens and clicks generated by email gateways and prefetch.



HOW IT WORKS

BotShield intercepts and segregates opens and clicks as they enter our platform.

Unlike Pardot, SF Marketing Cloud, Marketo, Mailchimp and others, you don't need to filter junk activity from your metrics, lead scoring or automations.

So how do we identify bots? Bots have specific characteristics. They often click all links in an email faster than a human possibly could. Or they click a hidden link we place within each of our emails.

Sometimes they have a specific footprint that we can identify (user agent or IP).

BotShield uses machine learning to identify patterns that in turn create processing rules (don't worry, we check the rules before implementing).



ROLLOUT SCHEDULE

You don't need to do anything to benefit from BotShield, it's live on your StoneShot account now.

You'll soon be able to see Blocked Opens and Blocked Clicks (counts and percentages) on the Columns and Filters tabs on Reports/Campaigns.

We've also reworked the page you see when clicking into a campaign.

Key dates:

- Sept 8 – Campaign Summary beta
- Nov 8 – BotShield beta
- Dec 5 – BotShield live



Email Builder



NEW EMAIL BUILDER

We're launching a ground-up rework of our email builder in Q4.

Our new email builder allows you to define your brand assets centrally, connecting to your own custom templates, and a new library of industry templates.

We're also adding a ton of productivity hacks, automating email tracking and creating the text part of an email.

We've also created new components for dynamic elements like events, content integrations and fund documents.

Feature Summary

- Brand Manager to centrally control typefaces, colour palettes, disclaimers and more
- Email Library covering market commentary, product updates and event comms
- Streamlined production process, auto-tracking, automated text email, minimized input
- Email preview during build



ADVANCED EDITOR

We're rolling out a new editor too.

You can now upload, crop, and resize images right within the editor.

We've streamlined pasting from Word, manipulating tables and updated the preview area to see your email as it would look on a Desktop and on a Mobile device.

Editor Features

- Flip, rotate, crop, resize and apply filters to images
- Advanced table functionality
- Clean copy/paste functionality for Microsoft Word, Excel and Google Docs



SEND TIME OPTIMIZATION (STO)

STO works out the best time to send to each individual, delaying the send to maximize engagement.

It uses machine learning to analyse activity we see for a given contact across all our clients. It learns and optimizes to hit the sweet spot.

You'll get the option to use STO when you launch a campaign, send automated emails (blogs and fund document updates) and more.



ROLLOUT SCHEDULE

The new Email Builder is coming in Q4.
STO follows in Q1.

We'll give you training of course, and your account team will be in touch.

Don't worry about converting your custom templates, we're covering free of charge.

Key dates:

Email Builder

- Oct 10 – Beta
- Dec 5 – Live

Send Time Optimization

- Live in Q1 2023



Learning Site and CRM Updates



LEARNING SITE

We're launching a brand new Learning Site.

Step by step guides and over 60 short videos covering our platform from top to bottom will give you the tools to keep on top of every feature that StoneShot has to offer.

We'll be keeping that updated as we develop our tech going forward and the site will be launching alongside our Email Builder.



CRM UPGRADES

In early 2023, we're bringing in some enhancements for two of our CRM integrations.

Microsoft Dynamics is getting some additional document controls, and workflow and sync methods.

In Salesforce, you'll be able to handle Leads to give you a richer view of how your prospects are doing before they sign up and become one of your contacts.

We'll let you know more about that in our next quarterly update.



WE'D LOVE YOUR HELP

We'd love to get your feedback on our product direction.

It's been massively useful on the features mentioned earlier, so please get in touch with ideas on future products or feedback on current features at product@stoneshot.com.

