

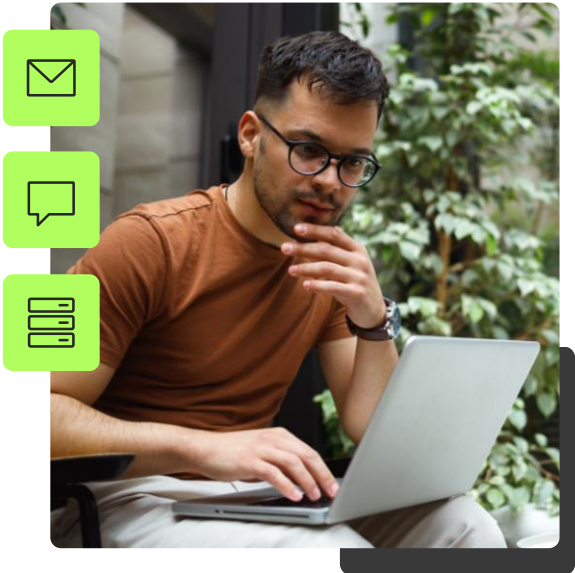
Elevate Your Email & SMS Campaigns with Actionable Insights from Measured

Data-Driven Insights, Optimization, and ROI

Power Your Performance with Smarter Messaging Data

This seamless integration syncs your email and SMS data from Listrak into Measured’s secure environment. Together, the platforms turn your cross-channel data into powerful insights that fuel smarter decisions and targeting, and stronger ROI.

With intuitive reporting and expert analysis, you’ll unlock a new level of marketing performance—more strategic, more efficient, and more impactful.



Mutual clients receive the following benefits:

- ✓ **Smarter Insights Across Channels**
Gain a complete view of marketing performance to inform smarter segmentation, personalization, and campaign strategy.
- ✓ **Continuous Optimization with Real-Time Adjustments**
Quickly adjust automation flows and targeting based on what’s driving results to improve relevance and impact.
- ✓ **Enhanced Campaign Performance**
Use performance insights to refine messaging, creative, and timing for higher engagement and conversions.
- ✓ **Reduced Waste, Higher ROI**
Identify underperforming tactics and shift resources to the channels and audiences that deliver the best return.
- ✓ **Clear, Actionable Reporting**
Access intuitive reports that combine media and campaign data to support fast, confident decision-making.

“Our integration with Listrak empowers marketers to turn email and SMS data into actionable insights. By combining campaign intelligence with incrementality-based measurement, brands can continuously optimize performance, reduce wasted spend, and drive smarter growth.”

– Mahesh Jeswani, Chief Product Officer, Measured

Ready to Get Started?

Reach out to your Listrak Account Manager and get set up today.

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