



CONSULTMYAPP.COM

ASO · CRM · UA

ConsultMyApp (CMA) is a London-based agency supporting leading brands globally to provide expertise and delivery on Customer Relationship Management, App Store Optimization, and User Acquisition.

# CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

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Our CRM team acts as an extension to your own marketing and product teams to deliver on your core KPIs from user retention to driving higher engagement and conversion rates. Using our consultancy-led approach we embrace proprietary analytics, data and industry best-practices to deploy world-leading CRM strategies for our clients. CMA's design, implementation and operational support in the CRM field includes strategy creation, roadmap design and actionable campaign plans, all of which are supported with full project management, rapid deployment, reporting and ongoing optimization.

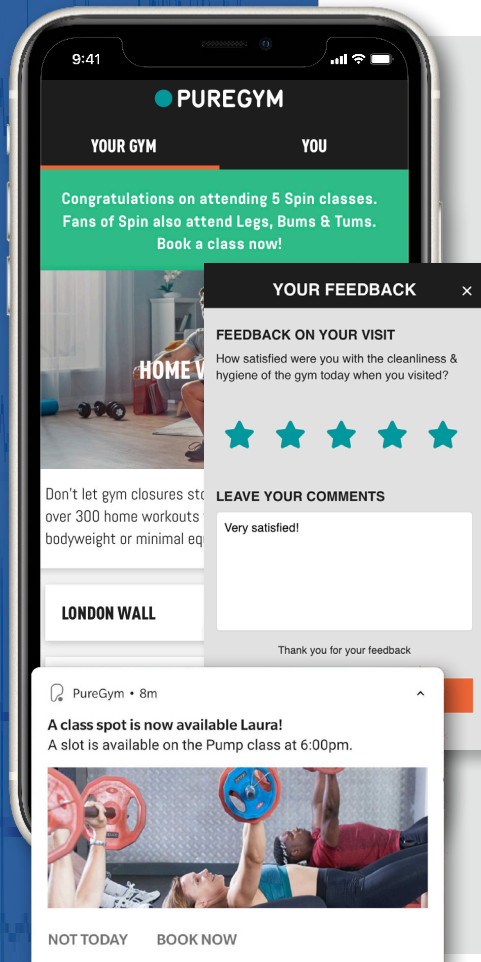
From actionable push notifications, carousels, in-app messaging and app inboxes to email, SMS, geo-targeting and beyond, our CRM team have it covered. To ensure the successful execution of your digital engagement strategy, CMA are here to assist you with the following:

- CRM audit and funnel analysis
- Selection, specification, and implementation of the most appropriate marketing technology platforms for your business across CRM, analytics, attribution and CMS
- Expert-led solution design alongside your Product and Development teams supporting SDK/API integrations, inter-platform integration work and testing/QA
- Platform and campaign migration support
- CRM strategy development
- Design and implementation of new cross channel campaigns
- Ongoing management, reporting and optimization of your campaigns across desktop web, mobile and app
- Creative design and asset production
- HTML coding (including languages such as liquid logic)
- Front-end development
- Training of your marketing teams, empowering them to become subject matter experts

Based on your business needs and requirements, our dedicated consultants are here to provide continuous strategic and operational support.

We are fully accredited and partnered with some of the most advanced and pioneering Digital Engagement Platforms in the world to ensure we're always at the forefront of the MarTech ecosystem and able to provide impartial advice and guidance on vendor selection. With intense knowledge of a wide range of marketing solutions including Braze, Moengage, Radar, Iterable and Mixpanel, we have become their go-to integration & deployment specialists. The CMA team work tirelessly to continue delivering some of the most sophisticated and effective marketing strategies across the globe.

**Ultimately, we ensure brands extract the full value of their chosen engagement platforms to deliver the results they expect**



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