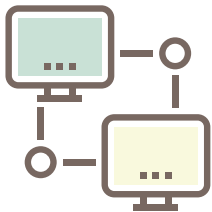


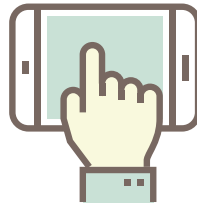
A friendly, cloud-based, promotional offer management tool, integrated with Salesforce Marketing Cloud

After seeing clients struggle with cumbersome spreadsheets and wasteful bottlenecks, Digital Additive has created a tool to streamline offer creation and expiration management. While there are many offer management tools in the marketplace,

Vacoda drives added value through seamless integration with a client's email platform to dynamically deliver offer creative – all targeted and displayed to the right customer at the right time.



Brand compliance



Quick & easy changes



Anyone can use it

Resource optimization

Increase the ease of building creative assets while maintaining the resources you have today. Vacoda can help decrease the burden on creative and programming resources by allowing marketers, merchants, or offer owners to create assets using brand-compliant templates.

Live preview

No more wondering how the changes you're making will look - live preview the creative asset you're building in real time.

Date range restrictions

Set date parameters to better manage your banners. Only banners that have current active dates will display in an email.

Role & permission restrictions

With roles and permission restrictions, you have the ability to give users limited access to Vacoda. Want to let a department head view the assets they have going out this month? Or want a merchandiser to tell you the offers their department has? With role restriction, they can access the parts of Vacoda that are relevant, without touching creative assets.

Approval process

Ensure assets are reviewed before they're uploaded to Salesforce Marketing Cloud and displayed in an email by adding a reviewer role. Users (and reviewers!) can still create assets, but the reviewer is required to approve an asset before its uploaded to Salesforce Marketing Cloud.