

Appendix no. 1 to the Order Form - List of functionalities

1. Core platform

Always included

- Ecommerce Dashboard
- Business Dashboards (marketing, revenue, etc.)
- Automation Rules
- Workflow
- Workflow Generator
- System
 - Account Details (Per-user permissions)
 - Activity log (Audit log)
 - Support tickets
 - Login policy
 - 2FA (TOTP)
 - Content Repository (export files)
 - Image gallery
- Integration
 - API
 - Custom Integrations
 - Monitoring Code
 - Integrations
 - Product Catalogs & Feeds
 - Callbacks

2. AUDIENCES Starter

- Contacts (CDP)
- Contact Import
- Contact Export
- Custom properties
- Manage leads
- Contacts in sales funnels
- AdHoc Rules
- Segmentation Center
- AI Sidekick Segmentation assistant
- Google Analytics
- Sales funnel analytics
- Automation Processes (Scoring)

3. AUDIENCES Pro

- Contacts (CDP)
- Contact Import
- Contact Export
- Custom properties
- Manage leads

- Contacts in sales funnels
- AdHoc Rules
- Segmentation Center
- AI Sidekick Segmentation assistant
- Google Analytics
- Sales funnel analytics
- Automation Processes (Scoring)
- Customer Preference Center
- Contacts Anonymous visitors
- RFM Analysis
- Segmentation Matrices
- Transaction Analysis
- AI Sidekick most effective channel
- Google Ads
- Prediction Analytic
- Predictive Analytics

4. AUDIENCES Ultimate

- Contacts (CDP)
- Contact Import
- Contact Export
- Custom properties
- Manage leads
- Contacts in sales funnels
- AdHoc Rules
- Segmentation Center
- AI Sidekick Segmentation assistant
- Google Analytics
- Sales funnel analytics
- Automation Processes (Scoring)
- Customer Preference Center
- Contacts Anonymous visitors
- RFM Analysis
- Segmentation Matrices
- Transaction Analysis
- AI Sidekick most effective channel
- Google Ads
- Prediction Analytic
- Predictive Analytics
- Loyalty Program
- Dynamic Segments
- Prediction Analytic for Segmentation
- Prediction Analytic for Automation
- TikTok Ads
- Facebook Ads

5. WEBSITE EXPERIENCE Starter

- Forms and HTML Forms
- Pop-ups and HTML Pop-Ups
- Landing Pages and HTML Landing Pages

- AI Sidekick Custom Modal Designer assistant

6. WEBSITE EXPERIENCE Pro

- Forms and HTML Forms
- Pop-ups and HTML Pop-Ups
- Landing Pages and HTML Landing Pages
- AI Sidekick Custom Modal Designer assistant
- Live Chat
- Live Chat Integration with Facebook
- AI Sidekick Live Chat assistant
- Recommendation Frames
- Personalized Banners
- Social Proof
- A/B/X Dynamic Content Test (Custom recommendation analytics)

7. WEBSITE EXPERIENCE Ultimate

- Forms and HTML Forms
- Pop-ups and HTML Pop-Ups
- Landing Pages and HTML Landing Pages
- AI Sidekick Custom Modal Designer assistant
- Live Chat
- Live Chat Integration with Facebook
- AI Sidekick Live Chat assistant
- Recommendation Frames
- Personalized Banners
- Social Proof
- A/B/X Dynamic Content Test (Custom recommendation analytics)
- WebFlow
- Personal Shopping Inbox Notifications
- Custom scripts

8. CHANNELS Starter

- Email Design Studio
 - Standard options
- Ready-made email templates
- Email Marketing A/B Tests
- Sent Email Analytics
- AI Sidekick Email assistant
- Workflow Email Analytics
- Email Marketing settings
 - Sender accounts
 - Bot filtering
 - Subscription confirmation languages
 - Priority management
 - Sending settings
 - Unsubscribe page

9. CHANNELS Pro

- Email Design Studio
 - Standard options

- Ready-made email templates
- Email Marketing A/B Tests
- Sent Email Analytics
- AI Sidekick Email assistant
- Workflow Email Analytics
- Email Marketing settings
 - Sender accounts
 - Bot filtering
 - Subscription confirmation languages
 - Priority management
 - Sending settings
 - Unsubscribe page
- HTML Email creator
- Birthday Emails
- URL Email creator
- ZIP Email creator
- Email Design Studio:
 - Style manager
 - Countdown
- Mobile Marketing SMS Integrations
- SALESmanago SMS provider
- SMS Birthday messages
- Transactional SMS messages
- Workflow SMS Analytics
- AI Sidekick Text messages assistant
- Web Push consents
- Mass Web Push
- AI Sidekick Web Push assistant
- Command Center
- AI Sidekick Most effective channel for workflow

10. CHANNELS Ultimate

- Email Design Studio
 - Standard options
- Ready-made email templates
- Email Marketing A/B Tests
- Sent Email Analytics
- AI Sidekick Email assistant
- Workflow Email Analytics
- Email Marketing settings
 - Sender accounts
 - Bot filtering
 - Subscription confirmation languages
 - Priority management
 - Sending settings
 - Unsubscribe page
- HTML Email creator
- Birthday Emails
- URL Email creator

- ZIP Email creator
- Email Design Studio:
 - Style manager
 - Countdown
- Mobile Marketing SMS Integrations
- SALESmanago SMS provider
- SMS Birthday messages
- Transactional SMS messages
- Workflow SMS Analytics
- AI Sidekick Text messages assistant
- Web Push consents
- Mass Web Push
- AI Sidekick Web Push assistant
- Command Center
- AI Sidekick Most effective channel for workflow
- Email Design Studio:
 - Custom fonts
 - JSON data
 - text/plain version
- Mobile Push notifications
- SALESmanago <-> Mobile Push notifications integration
- WhatsApp
- Viber

11. RECOMMENDATIONS Starter

- Recommendation Architect Express
- Recommendation Scenarios:
 - Static
 - Abandoned card
 - Recently viewed

12. RECOMMENDATIONS Pro

- Recommendation Architect Express
- Recommendation Scenarios:
 - Static
 - Abandoned card
 - Recently viewed
- Personal Shopping Inbox Wishlist
- Personal Shopping Inbox Recently viewed
- Dynamic Web Push
- Recommendation Architect Advanced (multi-scenario)
- Recommendation Architect Sorting:
 - Price
 - Discount
 - Popularity
 - Bestseller
 - New products
- Recommendations Scenarios:
 - External Events
 - Behavioral

- Product details
- Most frequently purchased
- Product Collections (up to 5)

13. RECOMMENDATIONS Ultimate

- Recommendation Architect Express
- Recommendation Scenarios:
 - Static
 - Abandoned card
 - Recently viewed
- Personal Shopping Inbox Wishlist
- Personal Shopping Inbox Recently viewed
- Dynamic Web Push
- Recommendation Architect Advanced (multi-scenario)
- Recommendation Architect Sorting:
 - Price
 - Discount
 - Popularity
 - Bestseller
 - New products
- Recommendations Scenarios:
 - External Events
 - Behavioral
 - Product details
 - Most frequently purchased
- FreeMarker for Email
- Artificial Intelligence - Recommendations
- Recommendation Architect Sorting
 - Custom details
- Product Collections (up to 100)