



Press Release

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Frizbit's new AI-powered product to be launched at 4YFN, which captures user behavior to provide automated hyper-personalised engagement experiences.

Frizbit 2.0 platform will drive conversions on auto-pilot saving marketers' time and effort

Frizbit is launching its new marketing orchestration platform that all digital and e-commerce marketers must have. This game-changer product is empowering AI with a multi-channel marketing automation engine, which captures user behavior and finds optimum communication and delivers automated and personalised engagement across web, mobile apps, email and phone. It simply acts like a brain to send the right message to the right customer at the right time with the right channel.

Currently still many marketers rely on different tools for different channels to increase their retention such as e-mails, text messages, push notifications. But Frizbit 2.0, allows marketers to orchestrate all their retention campaigns centrally on multi-channel and bring customers back with the most relevant and personalized communication.

Marketers can setup their automation campaigns once, define in which scenarios the messages will be triggered and create templates of messages that can be personalised. Then, all messages are triggered automatically and personalised by user behavior, marketers can sit back and just watch how much conversion and revenue Frizbit is driving for them.

Frizbit has been funded and accelerated by Startup Bootcamp IoT & Data Tech in Barcelona and Türk Telekom Pilot in Istanbul. Initially founded in Istanbul, Frizbit recently moved its HQ to Barcelona, Spain to expand to Europe and Latin America. They are currently being incubated at Barcelona Activa.

Frizbit 1.0 has provided hundreds of websites with web push notifications via its self-service SaaS product. Frizbit is sending millions of notifications every month. According to its customers, the average Click-Through Rate of Frizbit push notifications is 8,5%, being 4 times higher than alternative channels. Marketers can try it out by creating an account on frizbit.com and taking just 10 minutes to implement it on their website.

Frizbit 2.0 is being launched as a private beta and founders of Frizbit are welcoming their new beta customers. In order to try the beta please contact with Frizbit team below.

For more information please contact, the CEO of Frizbit, Ata GUR via this e-mail address: ata@frizbit.com or this mobile number +34722384452

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