Triggmine

AI-driven Email Marketing Solution
backed with Smart Contract

AGENDA

EXECUTIVE SUMMARY

In 2017, SaaS and blockchain technologies were globally recognized as top trends contributing to IT. For widespread business digitalization, marketing automation SaaS solutions are highly sought after among entrepreneurs, as are blockchain-based projects, which are now regarded as the most trustworthy. With this, the global marketing automation software market is expected to grow from US $3.65 billion in 2014 to US $8.61 billion in 2021.

In terms of eCommerce, going global is an integral part of being successful for SMEs. A clear piece of evidence is that global retail eCommerce sales will reach $4.5 trillion by 2021.

However, SMEs have several problems in approaching global and local markets. These are a high marketing expenditure level, a lack of quality collaboration, customer retention, a lack of digital knowledge by business owners, training costs, and time constraints.

In the marketing automation market, email marketing is one of the most powerful channels, and is a key driver of the industry's development in general. By 2025, it is believed the email marketing industry alone will reach US $23.51 billion.

The existing tools on the email marketing market do not cover the full range of SME demands in eCommerce. They are either oversaturated with features or offer limited functionality, and are not effective for optimal SME operation. Triggmine already has a silver bullet ready, and is starting its ICO to complement this with an AI-driven solution for email marketing and AI-based blockchain technology. The latter is for the creation of a smart contract, as assurance that the SME's goals will be achieved. Moreover, this technology is going to be the very first in the industry to implement gamification elements.

AI, as the trendiest technology in the field of SaaS, can alleviate some of the existing difficulties in the eCommerce market. The email marketing expertise of the Triggmine team and their development of innovative solutions guarantees your success.

BUSINESS PROBLEM

Issues Discouraging SMEs from Implementing Email Marketing

In contrast to large companies that already use extensive email marketing automation solutions, which speed up the work of departments, reduce the HR factor, and save resources, small and middle-sized enterprises cannot afford to take this approach. This can be explained by the following factors:

- **Complex Services.** Most of the features offered by consolidated marketing software solutions are not necessary for the early stages of business development. Small businesses mainly use three marketing channels in their e-commerce efforts: email distribution, retargeting, and paid ads.

- **Crude tools.** The simple tools available are primitive. They do not provide comprehensive solutions. They leave businesses unable to unlock their full potential.

- **Lack of time.** Small business owners do not have enough of time for a thorough study of email marketing principles, trigger campaign administration, and content development. The entrepreneur plays a multifunctional role and is forced to deal with many objectives at once: inventory management, logistics, customer acquisition, finance, etc.

- **High cost.** The integration cost is substantial. SMEs are not able to spend a lot of money, especially in the early stages. In addition, they don't have the extra budget to hire a marketing specialist or an agency to integrate a fully-fledged marketing solution.

Therefore, small and middle-sized businesses need to develop intelligent automation solutions, simplify campaign management, and obtain the means to increase their efficiency.

The ideal scenario would be the ability to launch campaigns that increase returns by pressing a single button, without spending time for prolonged integration, tedious adjustments, and manual A/B testing.

TRIGGMINE SOLUTION

The Triggmine team has created a truly intelligent system that not only automates email delivery but also adjusts to the ever-changing business parameters and individual characteristics of each customer. This has become possible due to the technologies they have implemented in their solution: AI and blockchain.

What is an intelligent system?

Consider a very simple example: you visit an online store, register, and add items to your shopping cart, then decide to leave the website without completing the purchase. Ten minutes later, you get an email offering you a discount if you return and complete the purchase.

This is how a trigger system works: it takes into account the user's simple actions "added to a cart" and "left the site."
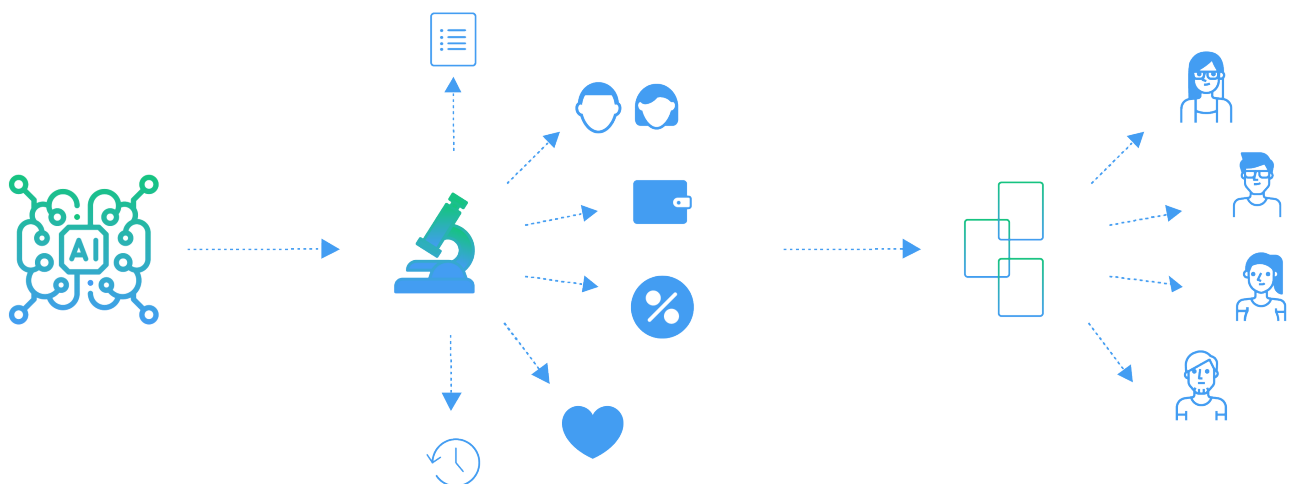
The intelligent system analyzes a much larger quantity of data: socio-demographic characteristics, interaction history, degree of sensitivity to discounts, and interests in relation to product categories. Then, it selects the best individual offer that will be most relevant to each specific customer.
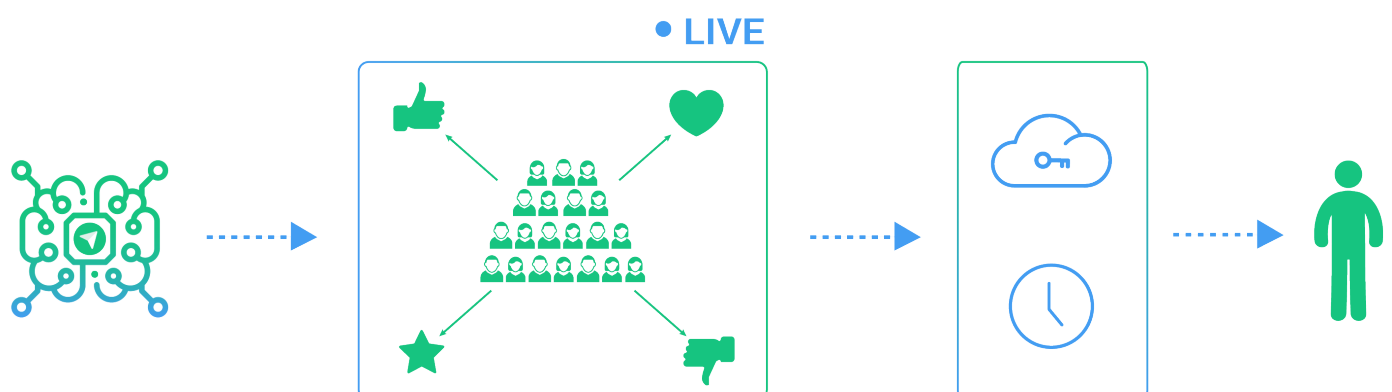
The neural network studies user response according to a list of characteristics, creates and conducts the campaign in real time, and selects:

- •an optimal offer
- •the sequence for the chain of emails
- •the timing for delivery

Imagine a simultaneous operation with thousands of buyers and the billions of simultaneous decisions required. This would be impossible without a neural network.

And the best thing about the Triggmine solution is that it's ready-to-use. This means you can digitize your email marketing today.

HOW DOES TRIGGMINE WORK?

No human intervention

Triggmine is the next level of email marketing. Users no longer need to configure endless lists, segment databases, and prepare mailing lists - all of these will be handled by an intelligent system based on user data.
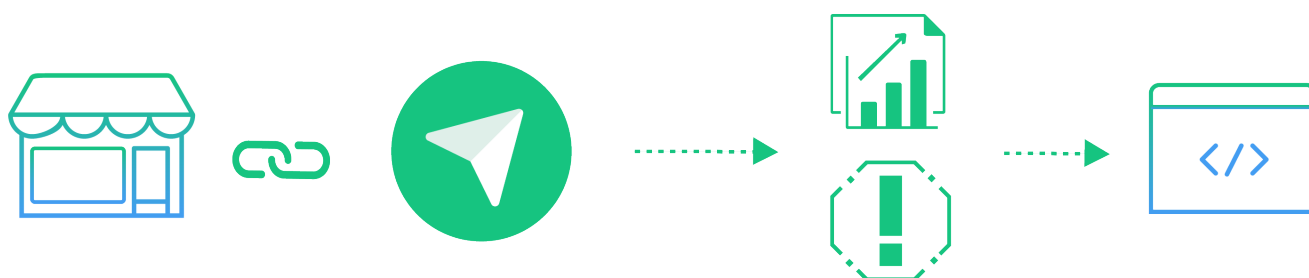
Self-learning application

All you need to do is connect your store. Then, the system will analyze the business, propose the best scenarios, and request codes for user stimulation.

Personal touch

Depending on user behavior, the system will apply case measures to each user, analyzing the reasons for their behavior and their responses to the incentives. We call it the 'aggressiveness' of the campaign. This aggressiveness is applied to various stages of the life cycle and the characteristics of a particular customer.

+30%
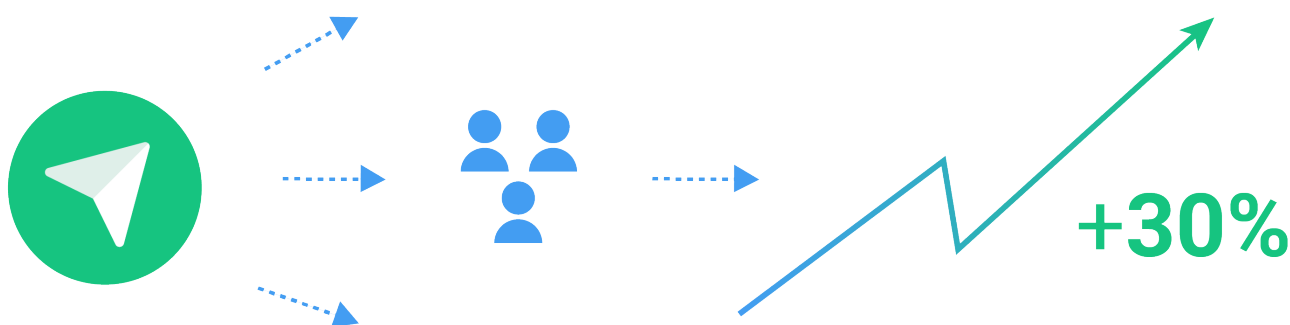
Guaranteed business success

Triggmine helps each client handle their maximum number of customers, from first purchase to continuing loyalty. On average, it provides a 30% increase in business revenue.

TRIGGMINE ECOSYSTEM

There are three key components of the product.

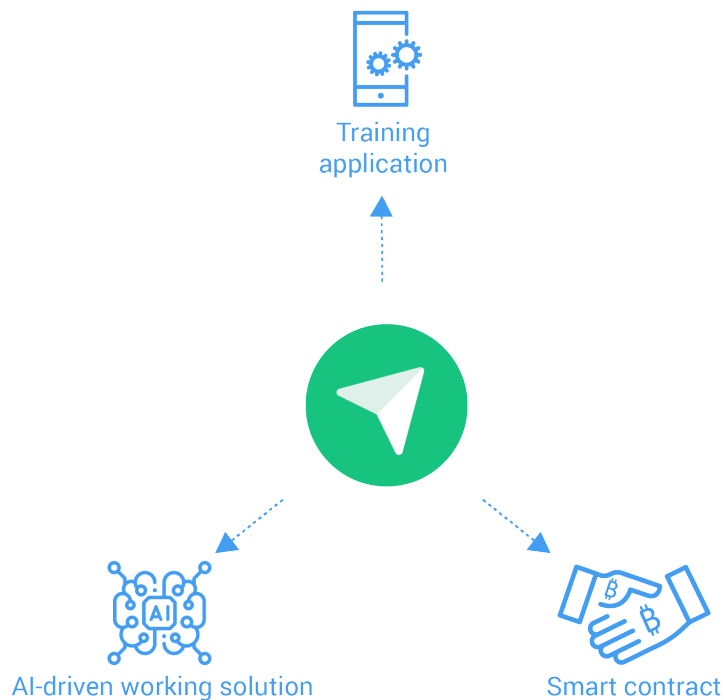## Training Application

This is a step-by-step guide that helps clients develop their businesses. The fundamental aim of the application is to teach the user how to develop and grow all business components, like:

- new customer acquisition
- pricing analytics
- setting up logistics

Smart Contract

The *smart contract* is an agreement between two parties (user and service). It includes a list of certain obligations for each of the parties. Triggmine guarantees the improvement of the business within certain limits if the user performs a list of steps that are necessary for their business.

The smart contract contains all necessary information about the scenario of development of each business, which is based on:

- benchmarks
- business stage
- industry
- the quantity of user data
- information about recurring sales

Artificial Intelligence

Collecting and processing the data above and further providing recommendations for additional business growth scenarios are possible only with the help of AI. Thus, the smart contract includes obligations for two parties:

- for the user (e.g., acquisition of 1,000 new registrations per month)
- for the service (e.g., from the provided 1,000 registrations convert 30%, and from this 30% generate repeat purchases from 3% within the next two weeks).

The obligations are based on the AI analysis:

- comparing data on similar stores
- determining the parameters for which this store is lagging behind
- the reasons for this lag
- the identification of zones that Triggmine can influence, and which they can't.

With this, an interactive form of collaboration between the service and the client is formed. New scenarios become available during the development process, depending on previous performance, the achievement/failure of the previous contract on both sides, etc.

To be more precise, Triggmine offers an interactive or gamification business, which is used in SaaS for the first time not for the entertainment of the user but to guarantee the development of the business.

The Five-Step AI-based Algorithm:

1. *Business stage identification.* This includes an analysis of benchmarks and the subsequent determination of the deviation from average in a given store.
2. *Define KPIs in the context of benchmarks*, and further in the context of a given industry. This includes the quantity of traffic, new customers, resale, average order size, churn rate, and a winback rate.
3. *Find out how much Triggmine can improve the business.* With this, the obligations and conditions for achieving these indicators are included into a smart contract.
4. *Payment for the service is fixed in a smart contract* and is withheld until the contract is completed in favor of the service or the client.

5. *The conditions above are sent to the back-end*, where for each of the specified items in the contract, it is determined whether the condition was achieved or not achieved, and the determination of the winning side is made (service/client).

Further Prospects

One of the options for further, the development of the relationship between the user and the service could be the introduction of financial incentives in the form of a prize value, which is replenished by transferring 10% of each smart contract withdrawn in favor of the service.

Bonuses for user's achieving certain goals are converted into tokens. The conditions to obtain them can be the user's achievement of the best indicators in a certain area, among other smart contracts, etc.

THE VALUE YOU GET USING TRIGGMINE

For business owners

Entrepreneurs will get real help instead of a sales pitch. With the Triggmine off-the-shelf solution, they will be able to run their business efficiently. Full automation of email marketing by AI will allow them to not only save time, but also track the statistics of the applied efforts. And all this without needing the services of additional specialists.

For traditional contributors

New technology in a fast-developing field can be an excellent long-term contribution. The adoption of artificial intelligence is still very much a grassroots movement, and the problem of email marketing, which Triggmine solves at the same time, is an indication of the prospects for continued development and enduring interest in the project.

For crypto enthusiasts

Cryptocurrency projects have become mainstream, and finding a unique one to contribute to is even harder, as they rarely differ from one another. Triggmine stands out from the pack by combining an AI-driven solution and AI-based blockchain technology. For Triggmine, cryptocurrency is not a target, but a means.

PARTNERS

WooCommerce

Magento

Triggmine

Shopify

Cs.Cart

PrestaShop

BigCommerce
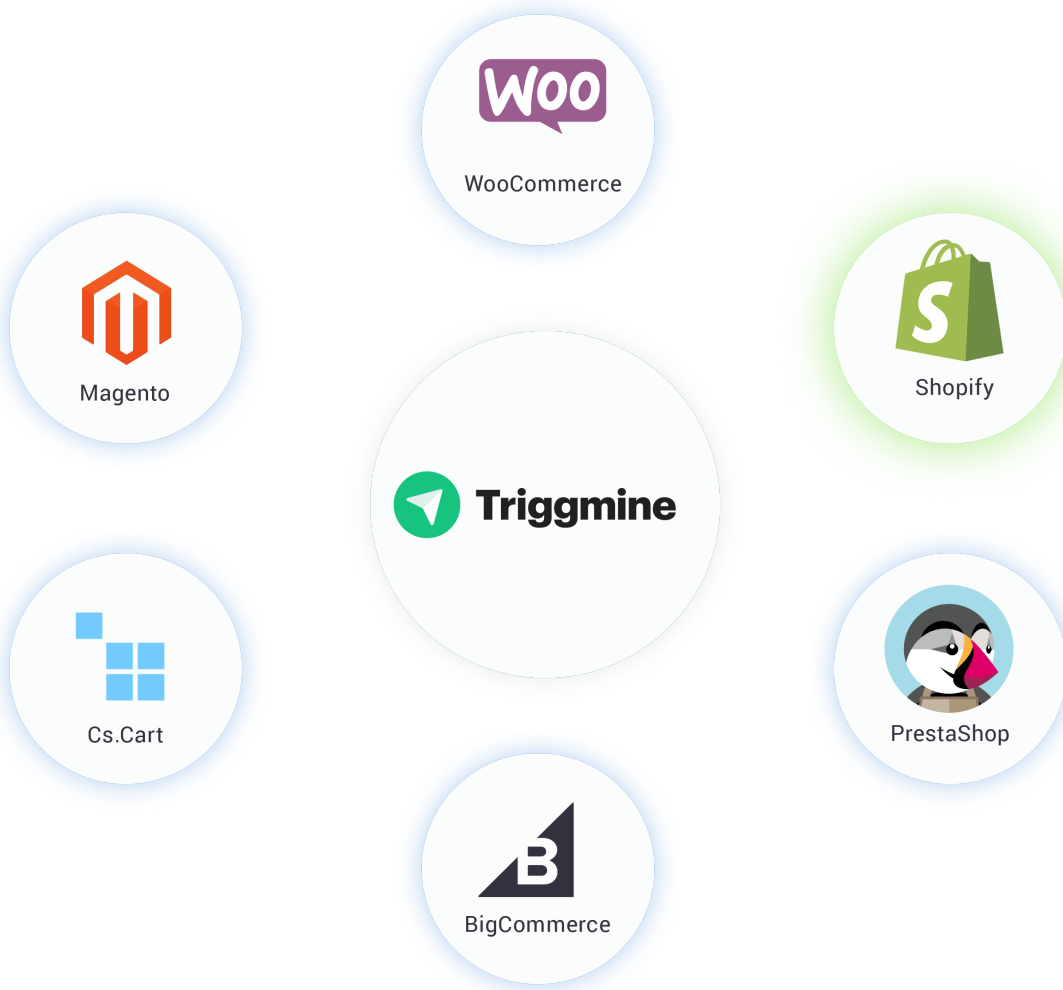
Partners reflect business. Partners embody reliability and quality. Partners add value.

The companies that have given us credence had already won the hearts of billions of their clients, vaulted to the top of their niche, and discovered their unique way to success in the world of eCommerce.

Magento

Magento is the preeminent platform for open commerce innovation. It effectively combines digital and physical shopping opportunities, pleasing customers. Magento hit the 2017 Internet Retailer Top 1000, B2B 300, and Europe 500 lists, and is highly admired by their active global community of more than 150,000 developers. Triggmine enhanced the platform with AI. Now, Magento can fine-tune each email for every customer, thus improving its sales and customer experience.

Shopify

Shopify is an ecommerce platform, which develops software for online and retail stores. Shopify enables entrepreneurs to sell their products creatively and

innovatively. 1, 000, 000+ active users have already experienced all the strengths of a fully customizable website, over 100 international payment gateways, and unbeatable sales channels. A common marketing 'philosophy' of Shopify and Triggmine led to the official collaboration and a full-fledged solution for small and middle-sized business (SME) that helps accelerate their prosperity.

WooCommerce

WooCommerce is one of the most popular customizable eCommerce platforms for building an online business. Out of the box features create an exceptional experience for customers and give full control over your business. Triggmine complemented the WooCommerce thrust of individual approach with a smart and autonomous intelligent e-mail system, enabling to make relevant offers without additional marketing skills.

Prestashop

Prestashop is an open-sourced web application created for eCommerce. It consists of design, development, and marketing tools needed for successful website implementation and promotion. In tandem with Triggmine, Prestashop enables its customers to scale their business using e-mail marketing based on AI technology.

BigCommerce

BigCommerce is a company that creates eCommerce software for entrepreneurs. It offers a more cost-efficient way to customize your website and manage shipping and payments with no hosting, maintenance or update expenses. Triggmine facilitates the process and helps the company save even more money with the help of emails targeted to certain people at the right moment.

Cs.Cart

CS-Cart is a content management system (CMS) that helps develop and manage online stores of any size. Affordable pricing, scalability, and user-friendliness distinguish the platform from others. Triggmine fit the company's philosophy, and has added seamless and fully automated email marketing to its functionalities.

DIFFERENCE BETWEEN TRIGGMINE AND OTHER EMA PROVIDERS

As an off-the-shelf solution based on a blockchain technology, Triggmine is very different from its competitors in the email marketing automation market. It was initially designed not as a feature or additional tool but as an *inherently new approach* to how the email marketing process is performed. The next step is to introduce the AI algorithm to make Triggmine *a happy medium* in a world of extremes.
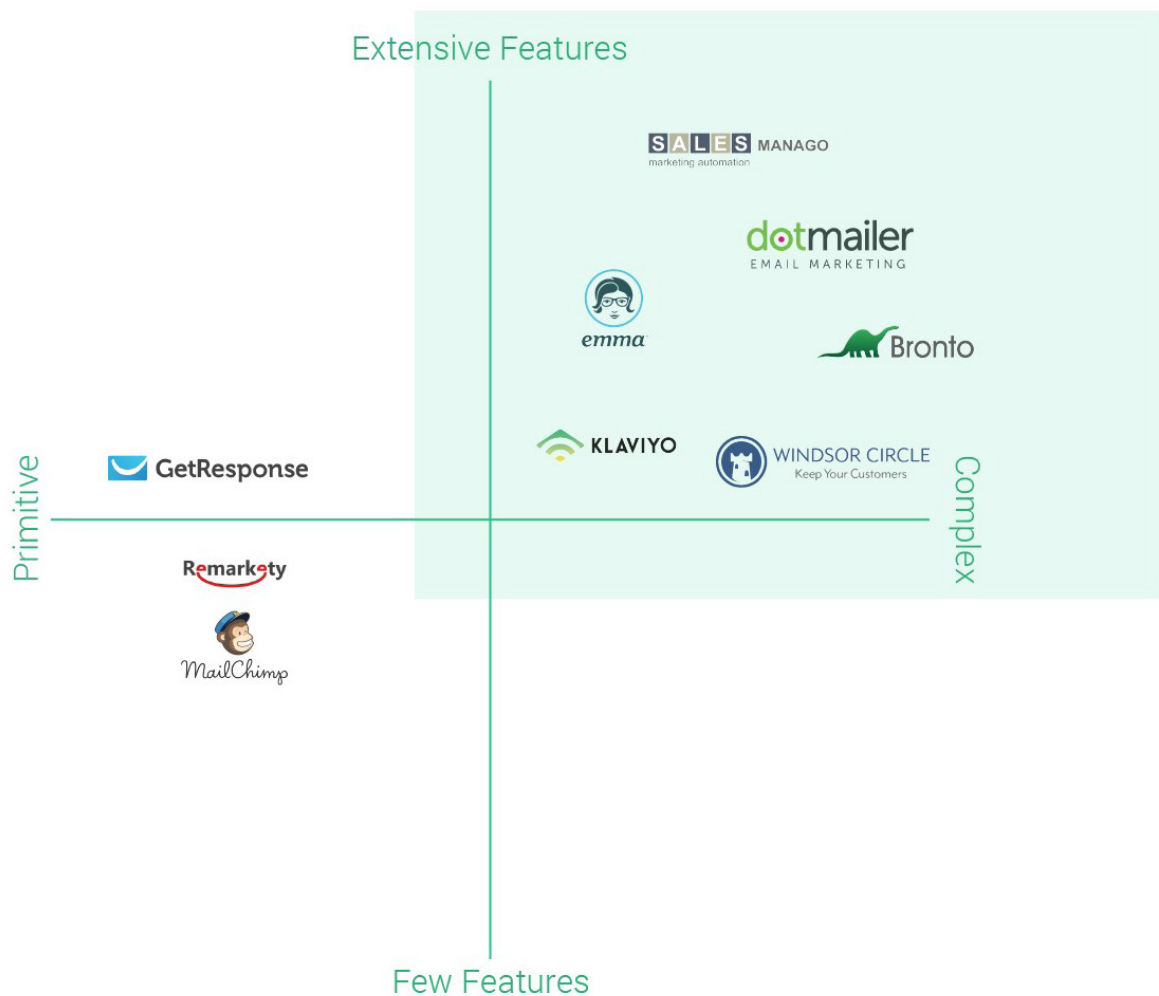
Sophistication

Some tend to overcomplicate email-marketing tools. They include features that are often unnecessary for the majority of SMEs. This leads to challenges, such as prohibitively expensive costs, and extra functionality SMEs have no clue what to do with, since they just do not need it.
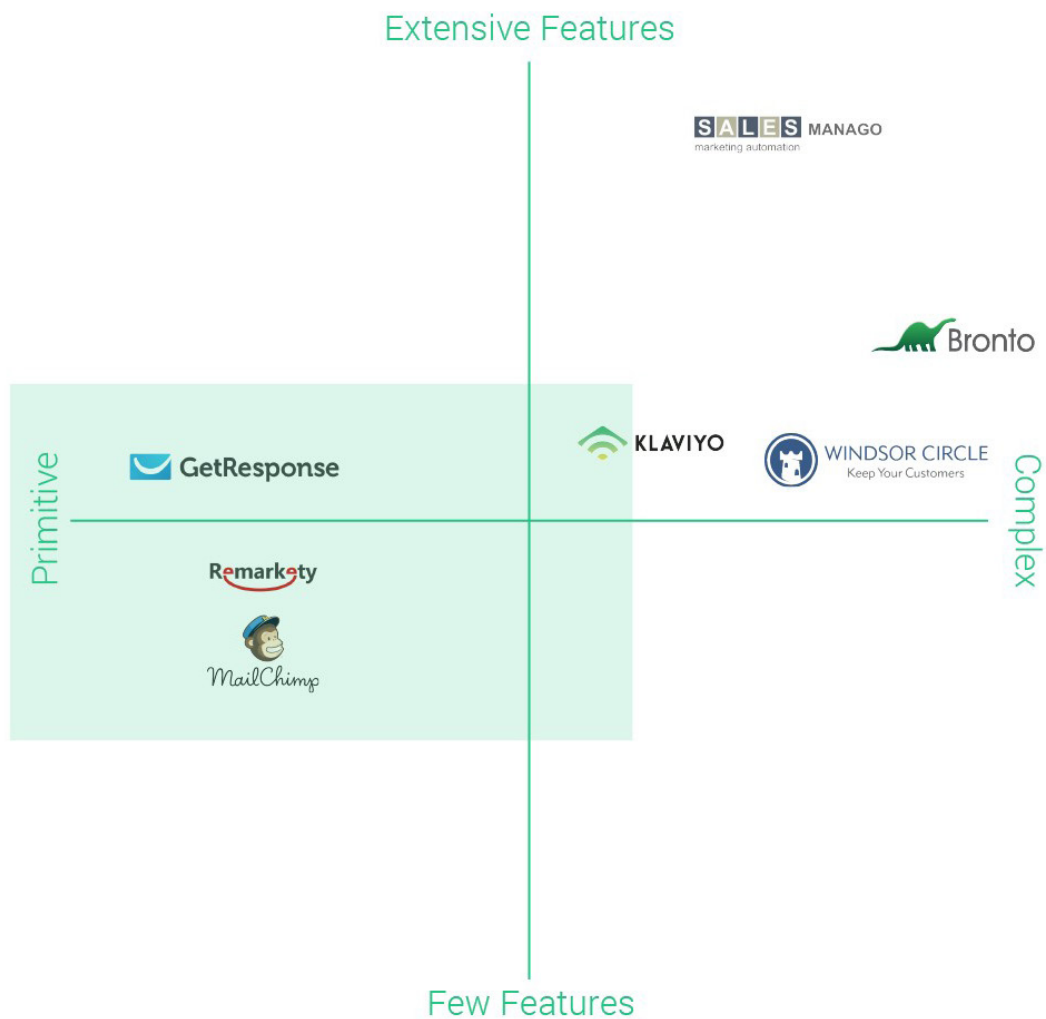
Simplification

Others try to simplify their offer and create products that barely perform even its primary purpose. They include few features, even when considering the needs of small and medium-sized enterprises. Such a primitive approach leads to a poor brand reputation among entrepreneurs who cannot find ways to solve their problems. In the end, these simple tools become unmarketable.

SELF-LEARNING ALGORITHMS AND A/B TESTING INTRODUCTION

AI Intro

The two main techniques that will help Triggmine deliver a better consumer experience and increase revenue for our clients are self-learning and A/B testing. In the scope of this document, they are closely linked to each other, so let's consider them as a single unit.

AI Optimizations

This section describes the parts of the workflow that can be tuned using self-learning and A/B testing. The four main points are *tuning the email chain*, *content optimization*, *incentive sensitivity,* and *personalization of product recommendation*. Let's describe each of them in detail.

Tuning the email chain

- Find out the optimal number of emails
- Find out the optimal sequence for emails (order of informative emails and discount/gift/shipping/incentive emails)
- Find out the optimal frequency of emails
- Delivery time personalization. Users are always more likely to open emails at the top of their inboxes. So finding the best personal delivery time will highly increase open rate. The implementation is based on the customer's history of email opens (regression model for each consumer category that predicts the time at which they are more likely to open an email).
- Calculate unsubscribe threshold so as not to send more emails than the consumer expects to receive.

Content optimization

The goal is to define:
- Best subject line
- Optimal layout of emails
- Triggered keywords
- Best logos

Incentive sensitivity

The goals are:

- Find the personalized incentives that work best for a particular consumer (discount/gift/free shipping/»buy two, get one free»/ informative letters)
- Find the optimal personalized threshold (discount percentage) that triggers a particular consumer.

Product recommendation personalization

Can be implemented using content-based learning and collaborative filtering. Content-based learning delivers product recommendations based on the history of the consumer's visits and purchases. Collaborative filtering selects the products that are bought by other consumers with similar behavior and interests. By mixing these approaches, we can build a powerful personalized recommendation system.

AI Architecture

The Triggmine AI is based on microservice architecture, where each service solves a separate email-marketing task. Some examples of these services include choosing the time to send an email, determining product recommendations or an effective coupon for each email, etc.

To make a decision, the AI takes into account a variety of parameters, such as:

- user behavior (purchase history, response history to emails, and life cycle value)
- store parameters (industry, purchase history, number of customers, and reactions to previous mailings)
- time (week of the year, weekend/holidays, etc.), store, user location, etc.

To provide more fine-tuning, the services are combined into clusters based on store types (industry, number of visitors, etc.) and also, if there is enough of data, an individual cluster is allocated to the store, which adjusts the solution to its features.

Technologies used:

C#, F#, Python, .NET core, PostgreSQL, Docker, Consul, Apache Kafka, RabbitMQ, and CNTK.

AI is a pivotal element to identify the most effective customer approach and individual marketing campaigns. AI is a smart algorithm that increases sales and adjusts margin to achieve the highest gross return.

To build a neural net about customer purchasing, it is necessary to understand how the customer makes purchasing decisions and what drives/triggers him: price, innovation, brand loyalty, etc. This knowledge helps build the most effective marketing campaigns using different channels, the mode of communication, the set of incentives, etc. To give a bit more explanation let's start with the definition of customer need and decision-making behavior.

The customer need can be represented by the customer's value-added perception and their perception of urgency for the purchase. A combination of two these parameters identifies a customer's behavior and their probability of deciding to make a purchase.
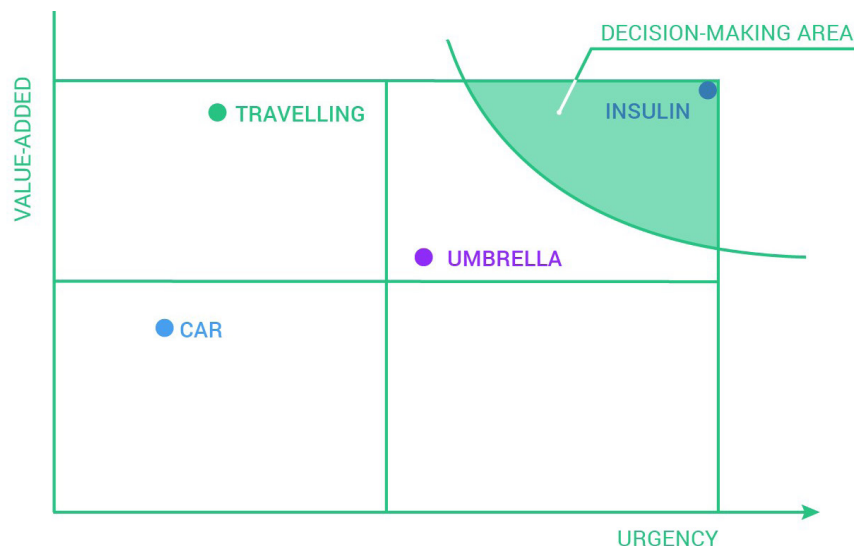
The neural net below helps to understand the relationships between parameters, customer perception, value-added/urgency, and purchase decision making.
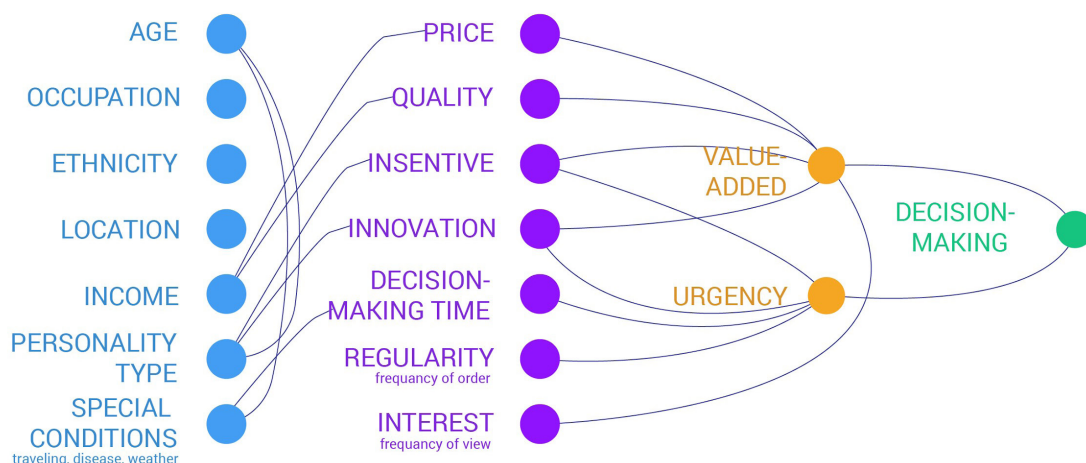
To train this neural net, access to a big set of data is required. Triggmine has the unique ability to analyze big data and detect correlations between the parameters above. The identified neural net helps select the most effective individual marketing approach to reach maximum conversions.

SMART CONTRACTS AND ECONOMICS

A basic premise for successful business collaboration is reliability. This AI and blockchain-driven solution can address the challenge and create the needed level of credibility.

Solution

A *smart contract* is a kind of program that is completely unbiased and capable of making an unemotional decision regarding whether it is worth paying a service provider for the services rendered or not. If the services are performed in full, both parties have achieved parity. The customer received a service that gave them an additional gain, and the service provider received a predetermined payment for the services provided.

In the case of the service provider not meeting, for any reason, the client's expectations, the program makes the decision not to pay the fee to the service provider.

Thus, we implement a mechanism that allows you to negotiate on what terms a service provider will receive payment before a transaction takes place. The provider receives the payment only if all the conditions are met.

Implementation

General Provisions

After the free trial period is over, a Triggmine user can continue to use the service with a paid subscription by selecting either triggered mailing, or artificial intelligence that assists in making mailing decisions. Depending on the choice, a fixed service rate will be determined.

The Triggmine system enables payments with the support of an API that automatically buys the required number of tokens on the exchange and issues them to the customer's account. Next, customers can choose a service and pay for it using a smart-contract.

Smart-contract implementation

A smart-contract contains one or more parameters that are updated by our internal service or the oracles.

At the moment of time defined as the deadline in the smart-contract, the system identifies whether the obligations are met and makes the decision regarding payment.

The decision is based on the predetermined parameters, which are obtained from the Triggmine system and used to update the smart contract parameters with the assistance of the API. To increase the level of trust, we plan to involve third-party services in the future that will play the role of oracles (mediators) and independently provide the necessary data for the smart-contracts.

This mechanism serves as an incentive for the user to pay a monthly subscription fee using Triggmine coins.

To implement the above mechanism, the Ethereum blockchain will initially be used (this will be transferred into a private blockchain and ultimately into a public blockchain), based on which our own tokens will be launched, which users can use for payment within our system.

Thus, we ensure that the use of our service will be 100% mutually advantageous. We solve the issue of trust in our service and guarantee the quality of the services provided.

Smart-contract builder

The user visits our site, selects the service rate (triggers or AI), and depending on the chosen option, the system offers him the relevant smart-contract, the parameters of which the user can edit; transfers the specified amount for the smart-contract; and waits for the agreed conditions. Once Triggmine meets the obligations, the specified amount will be transferred in full or in part to the service provider. Otherwise, the money will be returned to the user account in the form of tokens.

We will develop a unified smart-contract for each service. The user will only have to choose which service he/she is interested in. The system will transfer the agreed upon payment sum to the provider for the parameters specified.

It will be a kind of smart-contract builder, for which it will be possible to set parameters that are important for a particular client.

For example, one customer may be interested in the projected monthly revenue, while another is interested in active user growth, and a third is interested in the number of units sold. Each smart-contract is a set of individual conditions for a particular client.

Masternodes

To further facilitate transparency, decentralization, and reliability, we are planning to introduce masternodes, which are full blockchain nodes with an additional functionality on which smart contracts will be executed. We plan to create a private blockchain at the first stage, with the subsequent transition to public, as soon as a level sufficient for the volume of operations is reached.

The Triggmine service writes raw data to the blockchain. Masternode executes a smart-contract and a data storage service to the network and facilitates decentralization. The Masternode owner will receive a reward for providing the service to the network.

The reward would be paid in a round-robin fashion for each compliant node. Running a masternode requires putting collateral in the form of tokens at stake.

The result of the execution of a smart-contract is determined by consensus of masternodes.

The list of masternodes is also determined by consensus of masternodes.

If there is a masternode that either:
- falls out of consensus
- does not provide enough service to the network (in terms of storage, bandwidth, and computational capacity)
- does not have enough collateral at stake it loses its place in the payout queue.

Anyone with enough computational resources and collateral can start a masternode.

PRODUCT ROADMAP

TRIGGMINE TOKEN CONCEPT

Triggmine Token is a currency that is issued on the ICO for contributors. The contributor can purchase tokens using their wallet.

Triggmine Coin (TRG) is a cryptocurrency whereby users pay a monthly subscription to Triggmine.

When the user buys a subscription using a smart contract on the Triggmine pricing page, the cost of the selected rate is debited from the user's bankcard. Further, Triggmine Bot changes the payment on the exchange to Triggmine Token.

The whole process of exchanging a token for a coin is transparent for the user.

What if the user wants to contribute to Triggmine?

For this, the user should go to the Triggmine ICO page, from which they need to go to the contributor's personal wallet and make a payment for the contribution by exchanging the currency for Triggmine Token.

Triggmine Token

A Triggmine token is an internal coin on the platform and is used to collect platform fees and payments for services and products. All users need to buy tokens to use the product.

All smart contracts on the platform will be executed using tokens. During each transaction, the actual token exchange rate will be used to determine the number of tokens to be paid as fees.

To reduce risk for clients, as a part of the business process, the platform will lock the tokens it receives as payment into a smart contract until the contract expiration time. After that, data from the blockchain will be used to determine whether the obligations were met. Masternodes will be involved to confirm the contract execution.

The verification process will include data from two sources - from the client and from the platform, which were collected and stored in the blockchain during the contract execution period.

TOKEN SALE MECHANICS

TRG will be produced only in the process of the token sale. Therefore, the value of the TRG offer will be fixed only after the end of the token sale. Unsold tokens will be burned after the token sale and no additional tokens will ever be created.The initial distribution of TRG is as follows:

5%
Advisers

5%
Contributor

10%
Reserve

60%
Public Sale

20%
Team

22%
Pre Sale
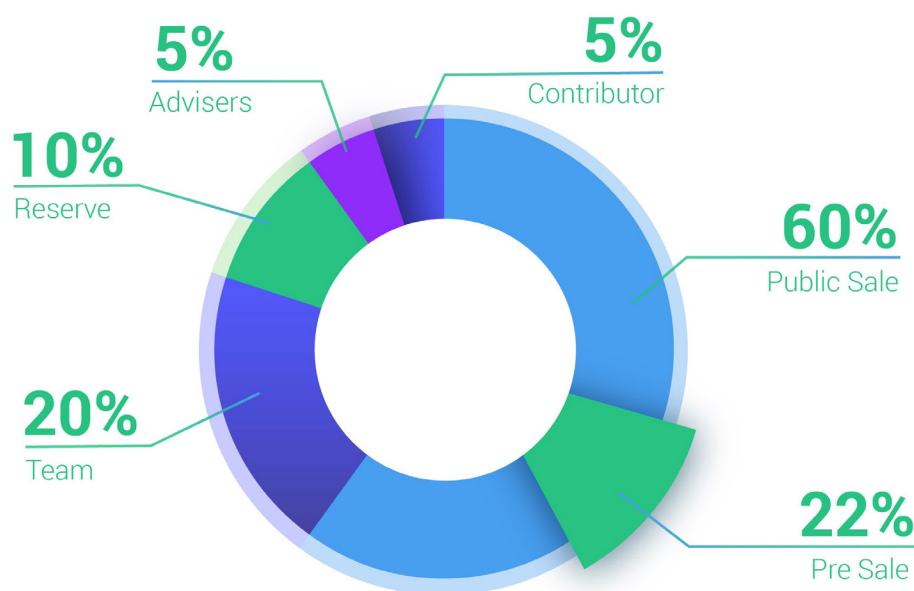
Pre Sale (March 2018)

Triggmine tokens distribution cap: 18 000 000 Triggmine tokens (1 800 ETH)

Minimal goal to start: 3 000 000 Triggmine tokens (TRG)

Cryptocurrency accepted: ETH

The token's price: 1000 TRG = 0.1 ETH

The minimum purchase amount: 0.1 ETH

Amount of tokens per one person: unlimited

Minimum transaction amount in Ethereum: 0.1 ETH

Maximum transaction amount: unlimited

Public Sale (May 2018)

Triggmine tokens distribution cap: 40 000 000 Triggmine tokens (4 000 ETH)

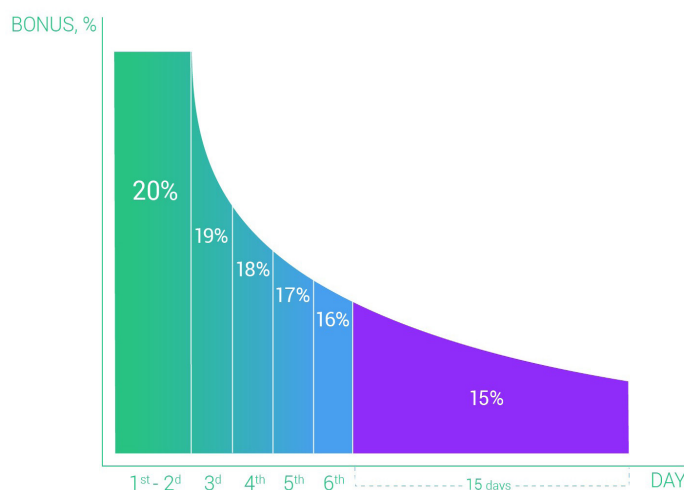Currency accepted: ETH, BTC

Amount of tokens per one person: limited

Minimum transaction amount in Ethereum: 0.1 ETH

Minimum transaction amount in Bitcoin: 100 Triggmine tokens
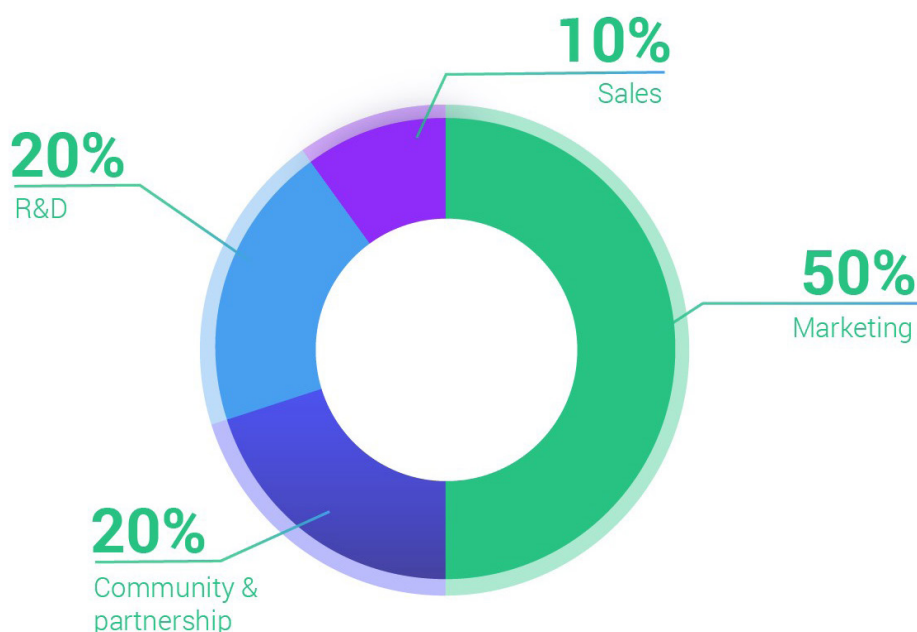
Maximum transaction amount: limited

Whitelisting is available - signing up now!

The sale of TRG provides bonuses for customers on the following terms:

The first ones to join the pre-ICO will receive encouraging bonuses.

The money collected from the sale of TRG will be used as follows:

More detail for the plan of use for funds received as a result of the token sale can be found in the Triggmine Roadmap.

	2018	2019	2020	TOTAL
New Users Growth	64402	269402	456000	789804
New Users (Year)	64402	205000	251000	520402
Paying Users Growth	3133	15744	26782	45658
New Paying Users	3297	16400	27610	47307
Conversion into Paying User	5,12%	8,00%	11,00%	8,04%
Churn %	5,00%	4,00%	3,00%	4,00%
Churned Users	165	656	828	1649
ARPU	$150,00	$200,00	$250,00	$200,00
Paid Advertising - New Users	57108	157000	170000	384108
Search Advertising	1989	12000	15000	28989
Display Advertising	40299	113000	118000	271299
Social Advertising	12730	15900	19000	47630
Native Advertising	2090	16100	18000	36190
Partners - New Users	5915	36500	65000	107415
Media Relationships	1158	1600	12000	14758
SaaS Partners	1222	11000	12000	24222
CMS Partners	1173	1900	13000	16073
Agencies	1150	11000	13000	25150
Affiliates	1212	11000	15000	27212
Organic - New Users	1379	11500	16000	28879

CONCLUSION

Global business digitalization is no longer a trend, but a reality to which businesses have to adopt. Otherwise, they risk falling off their customers' radars. A marketing automation SaaS solution can save them from slipping to the bottom of the eCommerce world.

Small and medium-sized enterprises are at the most difficult stage in their businesses, as they need to approach global and local markets to succeed, yet they do not have the appropriate marketing opportunities to do so.

Email marketing automation can accelerate the growth of SMEs. However, the existing tools do not work for them because of high costs and unsuitable features. Therefore, it is critical to develop an adequate solution that will produce the desired results at a low price.

Triggmine streamlines the process of email marketing for SMEs and helps them build engaging customer relationships. Triggmine is the combination of an AI-driven solution for email marketing and AI-based blockchain technology, which is highlighted by its seamless integration, ease-of-use, experienced team, and loyal partners. The result is the unprecedented off-the-shelf solution to accelerate your business.

TERMINOLOGY

.NET Core is a cross-platform (Windows, Mac, Linux) analog of the .NET Framework with open source.

The aggressiveness of the campaign is the case measures that are applied depending on the user behavior and their response to the incentive. The aggressiveness is implemented at various stages of the life cycle and characteristics of a particular customer.

Apache Kafka is an open-source stream processing platform developed by the Apache Software Foundation written in Scala and Java.

API (application programming interface) is a set of classes, procedures, functions, structures, and constants provided by the application (library, service) or operating system for use in external software products. Used by programmers when writing all kinds of applications.

Big Data is the designation of huge volumes of diverse structured and unstructured data, which is efficiently processed horizontally by scaled-out software tools that appeared in the late 2000s and are alternatives to traditional database management systems and Business Intelligence solutions.

C# is an object-oriented programming language. It was developed by a team of engineers led by Anders Hejlsberg at Microsoft in 1998-2001 as the language for developing applications for the Microsoft .NET Framework.

CLV (Customer Lifetime Value) is the prediction of net income associated with all future customer relationships.

CNTK is known as the Microsoft Cognitive Toolkit today. It enables the user to implement the intelligence within massive datasets through deep learning.

Consul is the decentralized fault-tolerant discovery service by HashiCorp (which develops products such as Vagrant, TerraForm, Otto, Atlas, and others).

Consumer is a customer's client (the buyer in a web shop).

Conversion rate is the proportion of visitors to a website who take action to go beyond a casual content view or website visit, because of subtle or direct requests from marketers, advertisers, and content creators.

Customer lifecycle/Engagement lifecycle is a term used to describe the sequence of steps a customer takes when considering, buying, using, and maintaining loyalty to a product or service.

Customer is a Triggmine client.

Docker is software to automate the deployment and management of applications in a virtualization environment at the operating system level. It allows you to "package" an application with all its environment and dependencies into a container that can be transferred to any Linux system with support for cgroups in the kernel, and provides a container management environment.

Email marketing is one of the most effective Internet marketing tools for business. It allows you to build direct communication between the brand and potential or existing customers. The result of this interaction can be expressed both in increasing customer loyalty to the company and in making new and repeat sales.

EMA stands for email marketing automation.

ESP stands for an email service provider.

Ethereum is a kind of a digital currency, the creation and control of which are based on cryptographic methods.

F# is a multi-paradigm programming language from the .NET Framework family of languages.

ICO (initial coin offering) is a way of attracting contributions by selling a fixed number of new units of cryptocurrencies to contributors through a single or accelerated release.

Latency is the delay from input into a system to the desired outcome.

LC stands for a lifecycle.

MAI stands for marketing automation industry.

Marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks.

Microservices architecture is a modern representation of service-oriented architecture (SOA), used to create distributed software systems.

PostgreSQL is an object-relational database management system (ORDBMS).

Python is an interpreted high-level programming language for general-purpose programming.

RabbitMQ is an open source message broker software.

Recency score is used to define how recent a contact interacted with your brand.

SaaS (Software as a Service) is one of the forms of cloud computing, a service model in which subscribers are provided with ready-made application software, fully serviced by the provider.

Service is a process that communicates with other services within a common network (a particular type of architecture) to fulfill a goal.

Service rate is a performance metric used to measure the customer service in a supply organization.

Triggered email is an email sent to the authorized person, depending on his behavior on your website.