



TouchPoint

**Bulk Messaging
System**

logate software
empowerment
company



15

Years on
the market

logate

70+
employees

200+
Satisfied clients

20+
Million accounts managed
daily by Logate tools

logate 
with the
strongest
technology

Our Clients

Magenta®

T-Mobile



Hrvatski
Telekom



Crnogorski
Telekom



mts

telemach

SBB

mts sistemi i
integracije



SBERBANK



NLB

ERSTE
Bank

Addiko Bank

KOMERCIJALNA BANKA
AD Beograd

ckbbanka
otp group

HIPOTEKARNA
BANKA
Vama posvećena

LOVČEN
BANKA^{AD}

KLINIČKI
CENTAR
Crne Gore

Investiciono-razvojni fond
Crne Gore A.D.



WIENER
STÄDTISCHE
VIENNA INSURANCE GROUP

mojlab

ADRIATIC BANK

ERICSSON

CEDIS
Crnogorski elektrodistributivni sistem

Zavod za
transfuziju krvi
Crne Gore

PODRAVSKA
BANKA



**Is it becoming increasingly difficult
to reach your clients and increase
sales?**

logate

Average person receives:



Emails / day



Whatsapp messages /
day



SMS messages /
day

logate



TouchPoint

modules:



SMS



Email



Viber



In-app and web
notifications

logate

SMS

Best chance for customers to see
your messages

- **97%** open rate
- **91%** of consumers would opt-in to receive texts from brands
- **96%** of marketers using sms marketing said it helped them drive the revenue

Viber

Best rates for reaching customers

- Official Viber partner
- Cheaper than other channels
- Supports emojis, CTA and product catalogs



Available message types

Transactional:

- Order confirmations
- Delivery tracking
- Registration confirmation
- Meeting reminders

Promotional:

- Dedicated discount
- Coupons
- Custom offers
- Birthday celebrations
- Loyalty program status

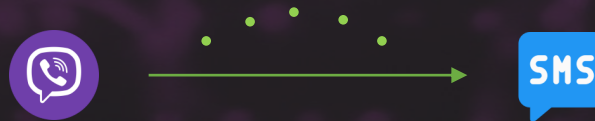
Conversational:

- Customer support
- Lead generation
- Feedback collection

Fallback

Smart budgeting that ensures delivery cost-effective campaigns

If client is not reached via Viber within certain time window,
message is sent out via SMS



logate

In-app & web notifications

- **61%** of marketers prefer using push notifications for sending out messages
- Mobile notifications are most important channel to customers
- Efficiently grab attention of app users
- Minimal costs, high open rates

E-mail

Inevitable Communication Channel

- **99%** of customers check their email every day
- Email is the 2nd most important communication channel
- Enables many customization options

Reach customers via



SMS



Email



Viber



In-app and web
notifications

logate

A hand is shown reaching out from the left side of the frame, palm facing forward. The background is a dark purple with a dense pattern of out-of-focus light spots, creating a bokeh effect. The entire image is framed by a thick orange border.

Let's work together!

logate



Q&A

Hvala.

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