



Product Webinar September 2025

Bryan Roberts & Cait Kooistra
September 30, 2025

Introductions

- **Presenters**

- **Bryan Roberts**

- Product Manager

- **Cait Kooistra**

- CX and Operations



- **Reminders**

- Attendees' mics are muted 🎤
 - Questions? Please chat 💬
 - Recording will be emailed 📧

Topics We'll Cover Today

- Key Product Enhancements
 - HTML Email Importer
- What's Next
 - Coming soon in Q4
- Tips & Tricks
 - Google & Facebook Integrations
 - Settings > Global Email Tracking Parametres
- Q&A
- Closing

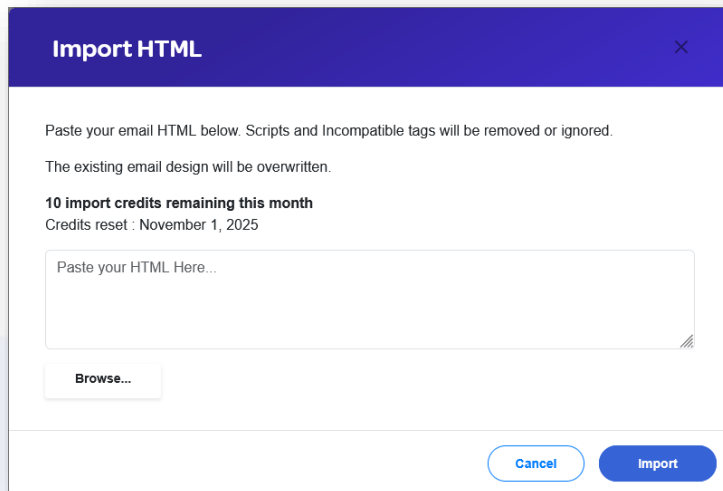




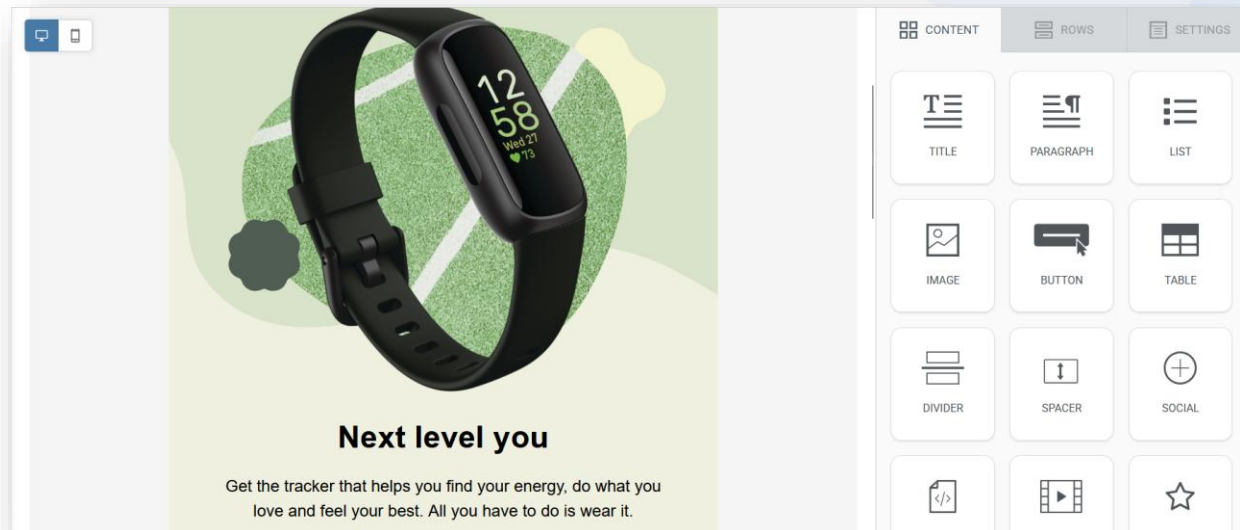
Key Product Enhancements

HTML Importer

- Import entire emails into the Ascent360 editor by providing the source HTML.
- Use template libraries (Really Good Emails) for a jumping-off point or migrate emails from a previous Email Sending Platform into Ascent360.
- Credits-based system with monthly reset.
- [Contact us](#) to get credits added to your account!

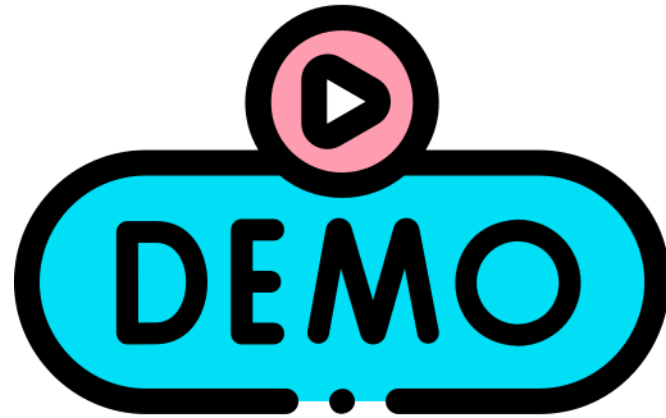


The 'Import HTML' dialog box has a blue header with the title 'Import HTML' and a close button. Below the header, it contains the following text: 'Paste your email HTML below. Scripts and Incompatible tags will be removed or ignored.' and 'The existing email design will be overwritten.' It also displays '10 import credits remaining this month' and 'Credits reset : November 1, 2025'. There is a text area labeled 'Paste your HTML Here...' with a 'Browse...' button below it. At the bottom right, there are 'Cancel' and 'Import' buttons.



Demo

- Now we'll go into the platform and give you a real-time demo of these new features!

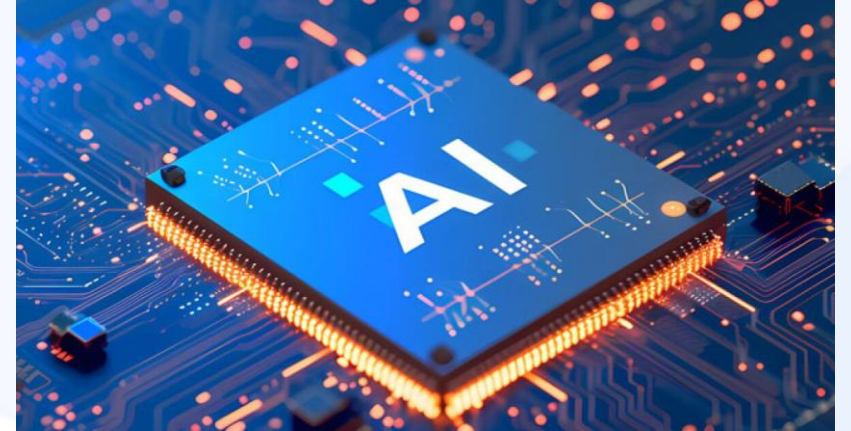




Sneak Peek: Upcoming Enhancements

Coming Soon

- **Audience Builder AI**
 - Describe your audience and let Ascent360 assemble the segment for you.
 - Currently in closed beta; Open enrollment mid-Q4
- **Email Editor Commenting**
 - Add, reply, and resolve comments directly on content blocks.
 - ETA: mid-Q4
- **Enhanced table functionality on database, email & texting reports**
 - Faster exports, filters, and pivoting across Ascent360.
 - ETA: October
- **Image Carousels via AMP >>**
 - Build emails containing image carousels
 - ETA: October





Tips & Tricks

Tip #1: Google & Meta/FB Integrations

- Outbound – Send audiences to use as:
 - Suppressions
 - Targets
 - Lookalikes
- Cost = Free
- Note re: Walled Garden
 - we do not receive inbound data back from these channels
- Instructions for getting started: [HERE](#)



Send Contacts

Fields Library

to

Select...

Select...

a direct mail file

a phone list

Acoustic Operational

BMR SendGrid

Boulder Mountain Resort FTP

Email - IBM Watson Campaign(75)

Email -IBM Watson -Flash Sale Site

Email -Mail Chimp Primary


Facebook

File Management

SFTP - Direct Mail - Transcontinental

SFTP - Direct Mail - QUAD/Graphics

Tip #2: Email Settings > Tracking Parametres

- Set it and forget it!
- Why: identify traffic sources, campaigns, and user behaviors across your site.
- Don't see it?
 - You need "Email Admin" role
-  You can still make adjustments on a per-email basis (and override global settings) if needed

Tracking Parameter

☒ Default Tracking Parameters

UTM_SOURCE
 ☒

UTM_MEDIUM
 ☐

UTM_CAMPAIGN
 ☒

UTM_TERM
 ☐

UTM_CONTENT
 ☐



Questions



Thank you!

Feedback or Questions? Email support@ascent360.com

