Ascent 360

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 📧

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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

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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!
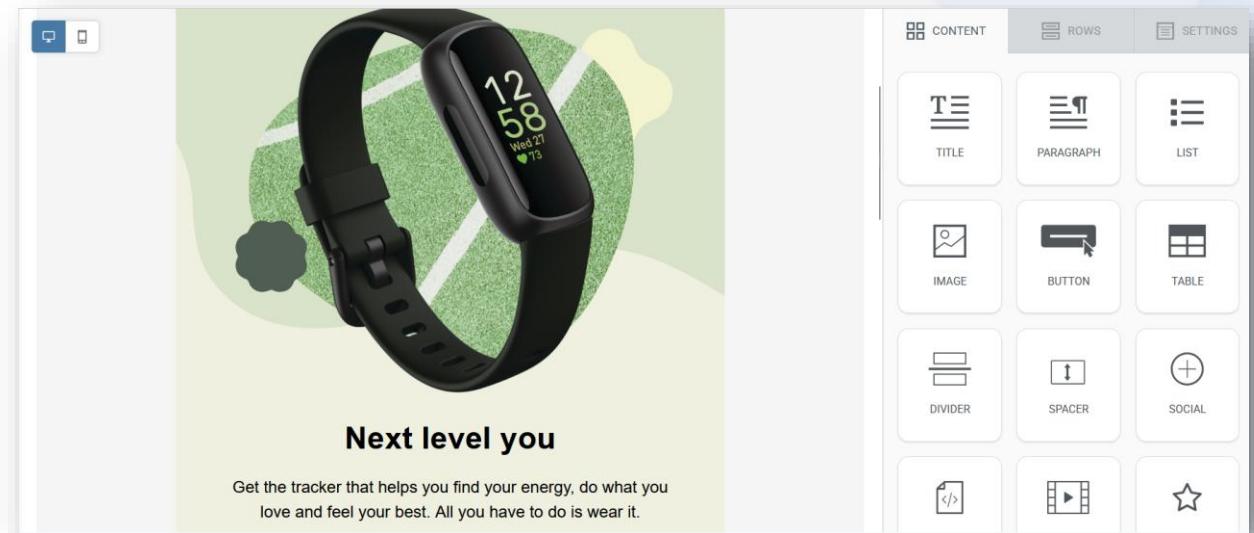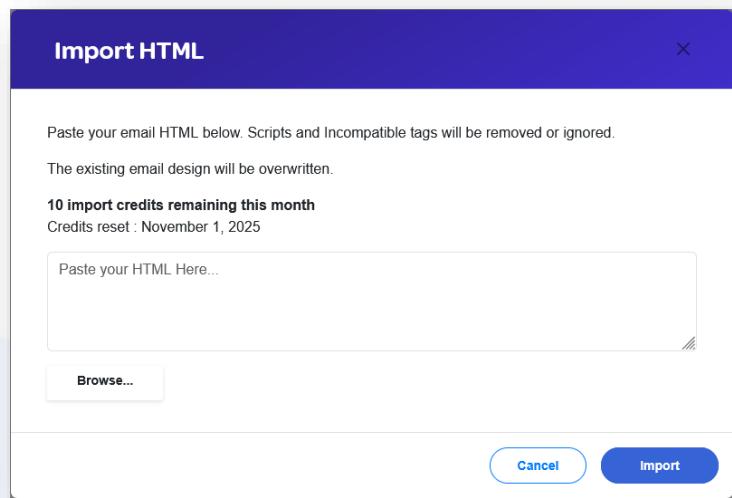
Demo

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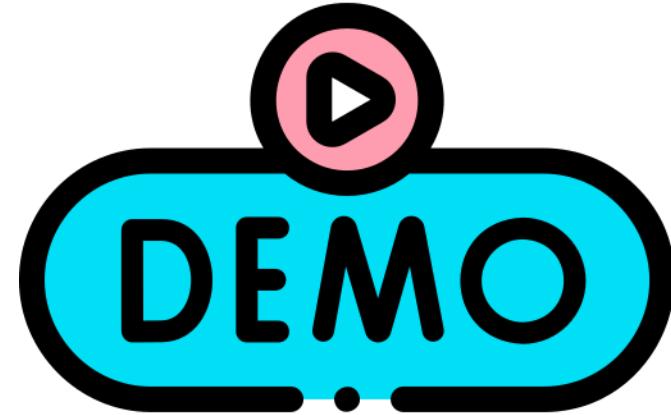
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Sneak Peek: Upcoming Enhancements

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

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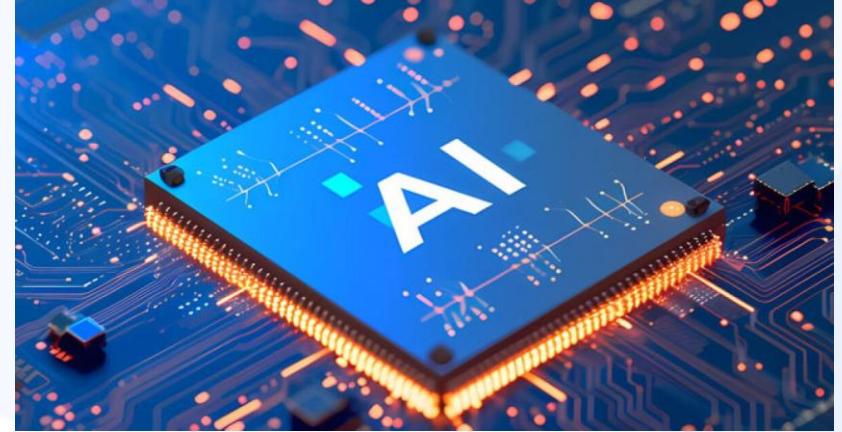
Tips & Tricks

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
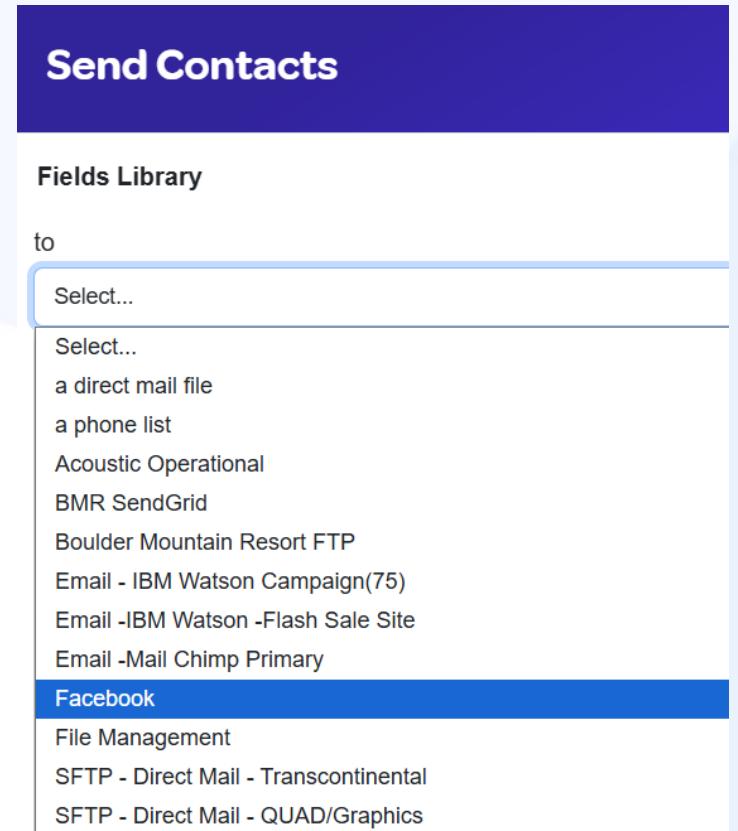
Tip #2: Email Settings > Tracking Parametres

- 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
Ascent360   ⬤

UTM_MEDIUM
Email   ○

UTM_CAMPAIGN
{{[DesignName]}}   ⬤

UTM_TERM
                                   ○

UTM_CONTENT
                                   ○

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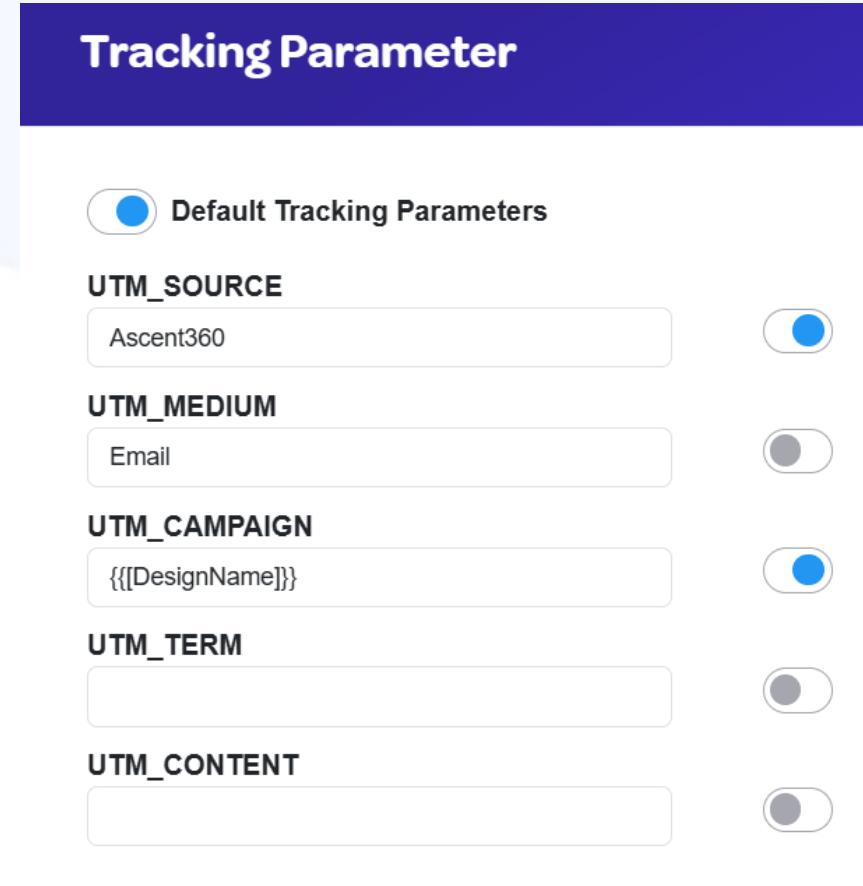
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Questions

Thank you!

Feedback or Questions? Email support@ascent360.com