## THE INTERSTORY PMM NAME

*How will we communicate the core value and benefit our solution will provide to customers.*

*Add one to two words to describe this to customers*

*e.g. Smart Campaigns*

*Add a short description you would use to describe its value*

*e.g. Drive people towards a common goal by sending each person the perfect series of email, in-app, and push messages based on their unique behavior.*

*One paragraph pitch that describes why it’s the best solution to the problem defined*

*e.g. Existing marketing automation tools are fundamentally broken. They force marketers to create complex decision trees to account for the many different actions people can take, and orders they can be taken in. It’s a mess and results in irrelevant messages being sent to the wrong people at the wrong times. With Smart Campaigns, just create your messages and define the rules that trigger them. Intercom will take care of the rest.*

*Add the announcement level: P1/P2/P3/P4*

*Add the one paragraph pitch to the press if different.*