



Email Aptitude Launches New Tools in the New Bronto AppCenter to Enhance Email Marketing

Email Aptitude and Bronto Software Announce Two New Apps from Email Aptitude Now Available in the Bronto AppCenter

San Francisco, CA

[Email Aptitude](#), a leading email technology and strategy firm, officially launched two advanced email technology tools in the recently announced [Bronto AppCenter](#) – Archetype IQ for browse abandonment and Journey Tracker for multi-device attribution.

“With a long history working with Bronto Software and their users, the Email Aptitude team is thrilled to be a part of Bronto’s new AppCenter,” said Andrew Christison, Director of Business Development, Email Aptitude. “The Bronto customers that we’ve worked with so far have been fantastic, and we’re excited for the opportunity to provide these apps and further help the Bronto community.”

Bronto customers can find out more about Email Aptitude tools by visiting www.emailaptitude.com/bronto or by visiting the [Bronto AppCenter](#).

At a Glance

- Archetype IQ™ for Browse Abandonment allows users to easily create automated email triggers based on site activity. Emails are deployed through their Bronto account so all metrics are centralized, and Email Aptitude’s technology provides a seamless way to create very targeted triggers.
- Journey Tracker™ View-Through Conversion Tracking allows users to better attribute revenue to the email channel. If a subscriber opens but does not click, or engages on one device and converts on another, Journey Tracker is able to attribute the conversion to the email channel, and the specific email.

“We are delighted that Email Aptitude has chosen to provision several of their technologies into applications for the new Bronto AppCenter,” said Kelly Kimura, Director of Product Management, Bronto Software. “Email Aptitude’s Apps add to an exciting new array of resources that will improve the Bronto customer experience and increase the availability of savvy marketing technology to our community.”

The Bronto AppCenter is a collection of more than 50 well-integrated point applications from leading e-commerce, personalization and analytics providers, all of which connect to the Bronto Marketing Platform and extend its value. The new resource center makes it easy for Bronto customers to find tools to optimize their digital marketing programs and drive more revenue.



About Email Aptitude

Based in the San Francisco Bay Area, Email Aptitude provides strategic services, full-service management, and ESP-Agnostic technology. From triggers based on site activity and weather-based automation to advanced email reporting and view-through email conversion tracking for multi-device attribution, Email Aptitude’s functionality enables marketers to have powerful interactions with their customers. For more information, visit EmailAptitude.com.



About Bronto Software

Bronto Software provides a cloud-based marketing platform for organizations to drive revenue through their email, mobile and social campaigns. The leading self-service email marketing provider to the Internet Retailer Top 1000, Bronto is used by top brands worldwide, including Armani Exchange, Timex, Samsonite and Gander Mountain. The Bronto Marketing Platform is deeply integrated with commerce platforms including Magento, Demandware, NetSuite and MarketLive. The company is headquartered in Durham, NC with offices in London and Sydney. For more information, visit Bronto.com.