



## Liana®Cloud

Service descriptions and SLA

# Liana®Email Marketing

Liana®Email Marketing is a tool for email marketing and communications and part of the Liana®Cloud entity. With Liana®Mailer, you can compose HTML format email messages and target them at a certain audience. Target audiences can be uploaded into the system in excel/csv format or imported with a possible integration. The system has an API interface for integrations. Comprehensive reports about the effects of your deliveries are also included in Liana®Mailer. Reports make it easy to monitor delivery-specific statistics about message opens, clicks and overall success of the delivery.

## Core functionalities

Functionality	Description
Drag & Drop editor	With the Drag & Drop editor you can easily create your newsletters by dragging and dropping elements in the template. It is easy to modify your newsletters with the editor for different kinds of deliveries, without having to worry their layout breaking. Movable modules also enable personalizing certain sections in the letter according to the recipient.
Reporting features	You can find the following reporting features in Liana®Mailer, among others: Click-Through-Ratio and Open Ratio monitoring, Heatmap of your delivery (hot and cold links), those that cancelled your newsletter and faulty addresses, Single Customer View (SCV) – the profile of an individual recipient and reactions to different campaigns, integrations to 3rd party monitoring tools (such as Google Analytics, Snoobi, Baidu...) and report-sharing via email.
List management	In the Mailing list management view, you can set up mailing lists for different needs. For example, internal personnel list, reseller list, partner list and prospect list. You can also create lists according to certain properties of recipients with Liana®Mailer.

## Other functionalities

Message scheduling Importing recipients from Excel or CSV file Password-protected management from a browser Automatic link-checking	Automated cancelling for messages ("Unsubscribe") Newsletter subscription management page Possibility for block lists
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# Liana®CMS

Liana®CMS is a content management system that allows you to easily maintain a website and its contents. Liana®CMS scales effortlessly to different kinds of website needs. It is utilized from company websites to campaign and landing pages to large-scale web services. Because of its modularity, Liana®CMS can be used for very different purposes. The basic functionalities include editors for content management (images, text, link features, page management). In addition, it includes a tool for managing search engine optimization, as well as an integration to Google Analytics which enables showing data analytics as part of the CMS user interface.

## Core functionalities

Functionality	Description
Website content management and page template management	In Liana®CMS, the structure and content of the pages have been separated. This enables you to update content without messing up the structure but also to update the structure so that the updates automatically appear everywhere you want them to.
Page management	In the admin view, a user can see all the pages in the CMS that this particular user has the rights to manage. Subpages are indented under the mainpages creating a clear sitetree view.
Form management	The form management tool in the system is easy to use and supports all the commonly used form elements. The form can be embedded straight into the content if you want to do so.
Analytics-driven content management	Liana®CMS combines website analytics to the user's admin view in a unique way. You can see the best and worst performing pages of your site at a glance and then concentrate on what's important in your content creation. (requires using Google Analytics)

## Other functionalities

Search engine optimization tool Responsive content preview (mobile/desktop) Password-protected management from a browser File management	Version management from edited content Support for Social Media feeds Forms integrated to Liana®Mailer WYSIWYG editor for text content
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# Liana® Store

Liana®Store is a scalable and powerful platform for online commerce. Online store management is done with a web-based user interface which doesn't require any coding skills. Some of the best features of Liana®Store are that it's flexible and scalable which enables it to be used for both smaller and larger eCommerce implementations.

## Core functionalities

Functionality	Description
Order management	With order management, you can see the orders that have been made through your online store. The orders are organized according to their status and they are displayed in a chronological order from the most recent to the oldest. You can always find the newest orders that are next in line for processing. You can also take a closer look at orders with a certain status or all your orders with a dropdown menu. In addition, you can edit the order info or manually add orders that you received by phone, for example.
Product management	In product management you see all the products that have been added to the system organized in logical categories. Instead of categories, you can also choose to view products according to the criteria that you want. You can view individual product info with just one click. In product info you can view and edit the information you have about products. With product variations, you can define additional options for products, such as different sizes and colors.
Category management	In category management, you can add or edit the product or service categories that you offer. You can also create subcategories to main categories and change their order. In addition, you can modify category info and add an image and a bait image to each category, as well as other category info.

## Other functionalities

Delivery method management	Support for language versions
Payment method management	Support for multiple location management
Sales reports	Forms integrated to Liana®Mailer
Keyword management	Groups for highlight products

# Liana®PR & Media

Liana®PRcloud consists of a press release distribution service and a media monitoring service. With the press release service you distribute your press releases to media of your choice, as well as publish them in our portal and Liana's partners' media sites. With the media monitoring service you can monitor the keywords and themes of your choice in the media and analyze your visibility. In addition, the media monitoring service is seamlessly connected to the press release distribution which allows you to easily analyze the effects of your press release and the visibility it has gained in your target medium. Press release distribution service and media monitoring service are also offered separately, in which case only the functionalities of the individual service are included.

## Core functionalities

Functionality	Description
Send press releases and publish them in the portal	Share your press release to the target group of your choice and publish it in the Liana portal, if needed. Target group and publishing category can be determined with the target groups and media types in the tool. Publishing and delivery can be scheduled. In the analytics section of the service, you can monitor which journalists read your press releases and what are their Open Ratio and Click-Through-Ratio.
Media monitoring	With the monitoring service, you can follow the keywords of your choice, create an unlimited number of monitors and then analyze their results, as well as send reports via email. You can also determine a tone (pos. neutr. or neg.) for the news that the monitors find.
Journalist database	Search journalists and bloggers from the media database, as well as from international databases, provided as an additional service.

## Other functionalities

Continuously updated media database	A compilation of monitoring results to your email daily (or other interval)
Visibility in search engines, as well as in the LianaPress portal	WYSIWYG editor for composing press release
Adding own press contacts (excel/csv)	Media bank for press release attachments

# Liana® Marketing Automation

Liana®MarketingAutomation is a tool for doing marketing automation and data-driven marketing. It can be integrated with multiple systems that provide the data that can then be utilized in marketing. The tool enables creating dynamic target audiences with segmentation, sending automated messages or message chains based on data, and following how successfully the automations are working.

## Core functionalities

Functionality	Description
Customer segmentation	Customers can be segmented based on all the data that is available about them. Data can be gathered from websites, newsletters, as well as CRM systems. With Liana®MarketingAutomation segmentation tools, you can combine customer data efficiently from different channels and create smart segments according to the data.
Automated message chains and trigger messages	You can implement individual automated messages or chains of multiple messages. Your automations can contain emails, different kinds of conditions for triggers, waiting time, checks whether a user is in a segment or not, and lead scores, for example.
Automation analytics	You get extensive reports about all your messages from which you can monitor the effectivity of your actions, from Open Ratios and Click-Through-Ratios, for example. You can also see statistics on how different messages in automated message chains work

## Other functionalities

Lead scoring and nurturing Web-tracking – website visitor data importing Adding own contacts (excel/csv) Email marketing	Integration interface support and many ready-made integration add-ons as an additional service Drag & Drop editor for creating email messages Drag & Drop workflow editor for message chains
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# Liana®Cloud SLA

Liana®Cloud service level can be tailored according to the customer's needs by defining the desired service and functionality level. Described below are the available service levels and their guaranteed functionality level. An individually tailored service level can be agreed upon also, if necessary

Functionality level means the availability of the service during service hours. When measuring the realized service level, these are not taken into account:

- planned maintenance and service outages, bigger service outages are always being informed in advance
- outages that are due to other reasons than those that the provider is responsible for

For separately agreed support work happening outside the service level, the provider is entitled to charge evening, night and public holiday or Sunday compensation according to the hourly rates. If the problem-solving lasts until the end of the workday, the work will be continued the next day when support is available.

	Service level	Surveillance and malfunction on-call	Technical support available <sup>3</sup>	Response time (critical/not critical) <sup>2</sup>	Functionality min. <sup>1</sup>	Compensation for monthly payment per 0,5%
✓	<b>Liana®Standard</b>	24/7 surveillance	9-17 (EET)	8t/24t	99%	
	<b>Liana®Plus</b>	24/7 surveillance	9-17 (EET)	6t/8t	99%	5%
	<b>Liana®Premium</b>	24/7 surveillance ja 9-17 malfunction on-call	9-17 (EET)	4t/8t	99,8%	10%
	<b>Liana®HighAvailability</b>	24/7 surveillance ja malfunction on-call	9-20 (EET)	2t/4t	99,9%	15%

<sup>1</sup>Functionality % = (Total service time - Outages due to reasons the provider is responsible for) ÷ Total service time x 100

<sup>2</sup>Critical malfunction: malfunction that disables using the service or its core functionalities

<sup>3</sup>Technical support: Via email, phone or Online chat. Also includes access to customer webinars and online manual for products.

Liana®Cloud services are updated automatically every 3 months, on average. New basic features as well as separately acquired additional features are introduced with the updates. The systems also are continuously updated for better data security and general maintenance.