

## 1. Manago Licence

- Account Details
- AI Sidekick
  - AI for Communication Channels
  - AI for Integrations
  - AI for Segmentation
  - Brand DNA
  - Predictive Analytics
- Agentic AI
- Analytics Panels
  - Google Analytics
  - Sales Funnel Analytics
- API
- Automation Processes
  - Workflow
  - Overall Scoring
- Business Dashboards
- Contacts
  - Contact Management
  - Contact Imports
  - Exports
  - Anonymous Visitors
  - External Event Import
- Email Marketing
  - Email Marketing
  - Birthday Emails
  - Recurring Emails
  - Transactional Emails
  - A/B Messages
- Email Marketing Settings
  - Sending Accounts
  - Subscription Confirmation Languages
  - Opt-Out Page
  - Sending Settings
  - Priority Management
  - Bot Filtering
- Integration Center
  - Monitored URL Exclusion
  - Google Tag Manager (GTM)
  - Custom Integrations
  - Product Catalogs and Feeds
  - API
  - Frontend SDK
  - Callbacks

- Monitoring Code
  - Integrations
- Web Engagement
  - Forms
  - Pop-up
  - Countdown Widget
- Mobile Marketing
  - SMS
  - Birthday
  - Transactional Messages
- Recommendations
  - Static Scenarios
- Repository
  - Repository
  - Gallery
- Security
  - Login Policy
  - TOTP
- Segmentation
  - AdHoc Rules
  - Segmentation Center
  - Transaction Analysis
  - Segmentation Matrices
  - RFM Analysis
  - Dynamic Groups
  - Sales Funnels
- Settings
  - System Settings
  - Users
  - Reports
  - Dictionaries
  - Additional Scripts
- Social Media
  - Google Ads
  - Facebook Ads
  - TikTok Ads
- Support Tickets
  - Your Tickets
- Web Push
  - Web Push notifications
  - Consent Forms
- WhatsApp
  - WhatsApp messages
  - Settings

## 2. Web Engagement Pack

- AI Sidekick
  - AI for LiveChat
- Automation Processes
  - WebFlow
- Customer Preference Center
- Web Engagement
  - Landing Pages
  - Slider Widget for Pop-up
  - Sidebars
- Live Chat
  - Live Chat
  - Live Chat Analytics
  - Consultants Panel
  - Conversations List
  - Library
  - Tags
- Personal Shopping Inbox
  - Personal Shopping Inbox
  - Personal Shopping Inbox Notifications
- Website Personalization
  - Personalized Banners
  - A/B/X Dynamic Content
  - Social Proof

## 3. Recommendations Pack

- Email Marketing
  - Email FreeMarker
- Personal Shopping Inbox
  - Wishlist
  - Recently Viewed
- Recommendations
  - Behavioral Scenarios
  - Product Data Scenarios
  - External Event Scenarios
  - Product Collection Scenarios
  - Most Frequently Purchased Scenarios
  - AI-Based Scenarios
  - Basic Sorting
  - Custom Sorting
  - Express Creator
  - Advanced Creator
  - Recommendation Strategy List



- Visually Similar
  - Recommendation Architect Assistant
  - Recommendation API
- Web Push
  - Dynamic Web Push
- Website Personalization
  - Recommendations Frames

#### 4. Loyalty Pack

- Loyalty Program

#### 5. Mobile App Pack

- Mobile Push
  - Mobile Push
  - Integration Settings
  - Sending Settings

