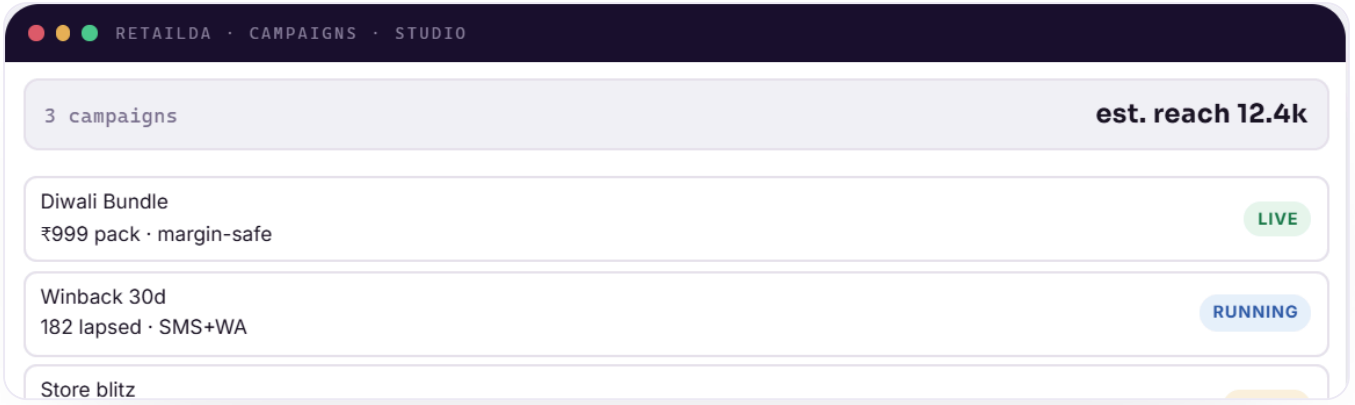
PRODUCT DATASHEET · SOCIAL COMMAND CENTER

Campaign Studio

Automation funnels with triggers, goals and branching — not just scheduling.

Campaigns as living automations: triggers on any customer event, conditional branches, wait steps and measurable goals — email sequences, abandoned-cart recovery and broadcasts that prove revenue, not opens.



97 terminals live on one deployment	**5 yrs** production on the original build	**Air-gap** proven at defence sites	**₹20L** lost in 48h — none since

WHAT IT CHANGES ON THE FLOOR

Event triggers

Purchase, signup, cart-abandon, renewal-due — any customer event starts a flow.

Visual funnels

Condition branches, delays and goals in one canvas — you measure the funnel's conversion, not vanity metrics.

Sequences & cart recovery

Drip sequences and abandoned-cart flows that restart the sale automatically.

Draft-and-approve

Writers draft, approvers release — nothing skips review.

Unlimited sending

No post caps, no per-channel meter, no per-contact tax.

In production since 2021 — retail, defence, education, manufacturing & hospitality

AVAILABILITY

From the Growth plan

RUNS ON

Any device · offline-first · your infrastructure or ours

COMPLETE CAPABILITY SET — 10 FEATURES

- ✓ Visual funnel builder — triggers, branches, delays, goals
- ✓ Abandoned-cart recovery flows
- ✓ Goal & benchmark measurement, not vanity metrics
- ✓ Draft-and-approve chain
- ✓ Send-time optimisation
- ✓ Email sequences & broadcasts
- ✓ Event triggers — purchase, signup, renewal, inactivity
- ✓ UTM automation
- ✓ A/B variants
- ✓ Unlimited sending — no per-contact tax

BUILT FOR

All industries

THE ECONOMICS

	RETAILDA™	PER-SEAT SAAS PATTERN
Pricing unit	Per site — staff accounts unlimited	Per user — every hire compounds the bill
Modules	Toggle on what you need, priced like apps	Per-module add-ons stacked on per-seat tiers
Connectivity	Runs fully offline — forever, if you want	No link, no sale
Data	One database per client — export anytime	Multi-tenant pool, export rituals

How Campaign Studio compares

Verified against current competitor pricing and feature documentation — retailda.com/compare#campaign-studio

ALTERNATIVE	WHERE RETAILDA™ WINS
Mailchimp / Klaviyo	Visual funnels with triggers, goals and abandoned-cart recovery — no per-contact tax as the list grows.
Zoho Campaigns	Unlimited sends on a per-site plan vs per-subscriber pricing.

DEPLOYMENT MODELS

MODEL	WHAT IT MEANS
Shared cloud	Fastest start — provisioned, patched and monitored for you. Per-site pricing, unlimited staff.
Private cloud	Your own isolated instance — one client, one database. No multi-tenant pooling.
TolsTek Host	On-premise enterprise server — ECC memory, power-loss-protected NVMe, hardware RAID. Also runs the local AI daemons.
Air-gapped	Zero external calls, permanently — proven at defence installations where isolation is mandatory.

WORKS WITH — the platform fabric

UPI & QR · EMV terminals · ESC/POS & thermal · LoRaWAN · Zigbee · MAVLink · MCP agents · ONDC (testing) · WhatsApp Business · Excel/CSV · CloudPRNT · OTAs via channel pipeline

RUNS WITH

Social Publisher · Content Revival · Forms & Capture · AI CRM Automation · A.B.M

Deployment & rollout

What a Campaign Studio deployment actually looks like — bring this page to whoever signs off.

ROLLOUT

01 **Sandbox first**
Your catalogue, opening stock and flows run in a sandbox before anything touches production.

02 **Guided migration**
Bulk import of items, barcodes, suppliers and opening stock — Excel/CSV in one pass.

03 **Pilot site**
One counter or one site goes live first — measured against your old process, not promises.

04 **Staged rollout**
Remaining sites switch over on your schedule — staged, sandbox-first cutover.

COMMERCIAL MODEL

Pricing	From the Growth plan — priced per site, never per user. Staff accounts are unlimited.
Ownership	Your data, your keys, your export — leave with everything. No data lock-in.
Support	Real engineers, ticket-based. Feature unlocks are toggles, not projects.

From the Growth plan

Sign up today — retailda.com/signup · no card required to start

Talk to an engineer

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