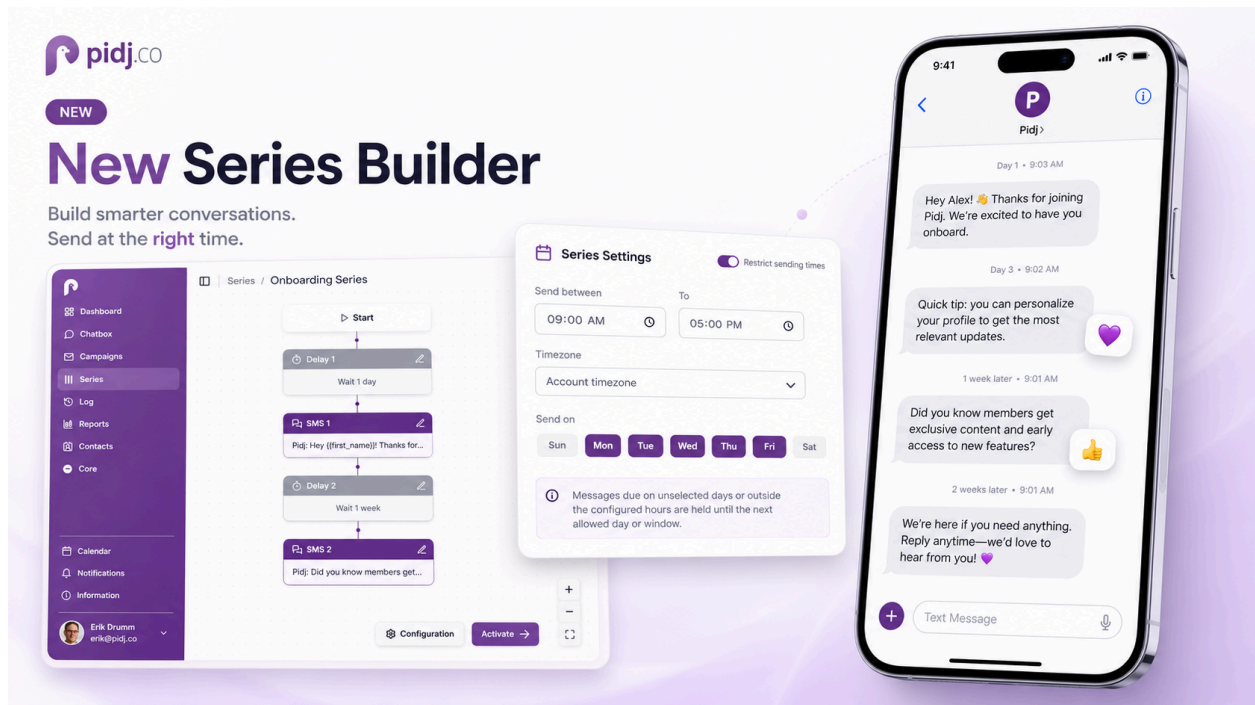


Feature Flight Pack

New Series Builder



Overview

The new Series Builder modernizes automated messaging inside Pidj by replacing the legacy, SMS-only experience with a visual workflow builder designed for multi-channel automation.

The initial release supports SMS and MMS messaging. Future releases will add Email and RCS without requiring customers to learn a new system.

The builder provides a cleaner workflow for creating onboarding sequences, reminders, follow-ups, nurture campaigns, and automated customer journeys.

Benefits & Customer Outcomes

Easier automation

Visual workflows are simpler to understand and maintain.

More flexibility

Create sophisticated customer journeys using reusable building blocks.

Future-ready

Designed for SMS today while supporting Email and RCS in upcoming releases.

Improved maintainability

Updating automations becomes significantly easier than with legacy series.

How It Works

1. Create a new series.
2. Add message steps.
3. Configure delays.
4. Add SMS or MMS content.
5. Save or Activate
6. Subscribe contacts or choose automated enrollment (future)

Customers subscribed to the series automatically progress through each step based on configured timing. Easily configure send time constraints and terminate options.

Key Talking Points

- Visual workflow builder.
- SMS and MMS supported today.
- Email coming soon.
- RCS coming soon.
- Modern replacement for legacy series.
- Easier to edit and maintain.

Frequently Asked Questions

Does this replace existing series?

Existing series continue functioning. New automations should be created using the new builder.

Can I send MMS?

Yes.

Can I send email?

Not yet. Email and RCS support is planned.

Can contacts automatically enter a series?

Not yet - coming soon.

Can I edit a live series?

Yes. Changes affect future scheduled messages while preserving messages already sent.