



FutureBright Launches Site Highlighting its Leading-edge SaaS Digital Marketing Platform, to the Financial Services Industry

FutureBright has re-launched its website. The new site introduces MyPlatformTE, the only fully integrated and comprehensive digital sales and marketing platform for the Financial Services Industry.

Toronto, Ontario, Canada ([PRWEB](#)) December 07, 2011 -- FutureBright's digital sales solution is rooted in its ability to deliver the three principle activities associated with digital sales: digital distribution, digital marketing, and managed administration.

FutureBright's digital distribution strategy starts with product conversion, where brick-and-mortar financial products are converted quickly and cost-effectively into a sell-able online format. This allows these products to be distributed and sold through custom built digital channels, such as web and micro-sites, mobile applications, and social media integration. FutureBright then markets these converted financial products using direct email and mobile marketing, social media campaigns, and on-line advertising. Finally, FutureBright performs the required administrative tasks associated with making online transactions. These include premium and commission allocations, generation of receipts and payment reports, and database analytics and CRM management. This three-pronged approach to digital sales provides a complete managed enterprise solution for Financial Services organizations looking to implement their digital sales strategy.

FutureBright's services are all managed on FutureBright's proprietary "cloud" based platform, MyPlatformTE. The platform is globally compliant, meaning it can be used anywhere in the world, securely. Using the platform, clients can log in securely, and view reports on a menu of managed services or, alternatively, perform a wide array of management activities. These include creating new email and SMS campaigns, viewing automated analytics generated from real-time sales data, and managing CRM data. Scaling this capability throughout an organization promotes up-selling of products, and allows branches to cross-sell products from other branches through their own digital channels.

About FutureBright

FutureBright is a global digital distribution and marketing organization headquartered in Toronto, Canada, that uses leading edge technology to develop and market products and services to the Financial Services Industry. FutureBright's mandate is to help its partners achieve increased sales through digital marketing and distribution, and reduce the administrative burden through managed administration.

To learn more about what FutureBright can do for you, please visit our website at www.futurebright.ca, or email us at [communications@futurebright\(dot\)ca](mailto:communications@futurebright.ca).

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Online Web 2.0 Version

You can read the online version of this press release [here](#).