

Platinum Edition

Right Message, Right Time, Right Channel



AT A GLANCE

An enterprise-grade, cross-channel campaign management platform to automate and optimize successful cross-channel campaigns, driven off of real-time data.

BENEFITS

- **Share Nothing Architecture.** Our hosted solution isn't shared with other clients, enabling class-leading data integration and performance.
- **Drag-and-Drop Functionality.** Design, proof, automate and continuously test and optimize multi-stage, cross-channel lifecycle marketing programs.
- **Scale and Reliability.** Deliver millions of personalized emails in minutes to ensure that offers arrive when they are most relevant.

Campaign Management *(powered by StrongView)*

Manage Cross-Channel Marketing Campaigns

Create, personalize, test, launch and optimize highly relevant, cross-channel campaigns with an intuitive interface that blends ease-of-use with advanced functionality.

- One-time, recurring and lifecycle campaigns
- A/B split and multi-variate testing with real-time optimization
- Rules-based dynamic content, social-sharing and mobile device viewing

Reporting & Insights *(powered by StrongView)*

Gain Insights Into Key Performance Metrics

Gain actionable insights into how your cross-channel marketing programs are performing with powerful, user-friendly data visualizations and interactive reporting.

- Rich interactive reporting and data visualizations
- Drill down on summary metrics
- Organizational rollup reports to quickly view performance across departments

Lifecycle Marketing *(powered by StrongView)*

Design, Automate, Test and Optimize Powerful Multi-Step Programs

Design powerful multi-step communication flows using an intuitive, drag-and-drop user interface, enabling you to easily automate sophisticated cross-channel marketing programs boosting customer engagement and conversions.

- Real-time monitoring and performance reporting
- Easy integration with multiple and diverse customer data sources
- Validation and proofing tools to ensure flawless programs

Transactional Email *(powered by StrongView)*

Leverage Transactional and Triggered Messages

Transform your generic, plain-text transactional and triggered emails into highly branded and personalized messages that boost your bottom-line.

- Easy integration with e-commerce, customer service and CRM systems
- Visibility into response data, including opens, clicks and conversions
- Real-time delivery, reporting and bounce management

Data Integration *(powered by StrongView)*

Real-Time Connectivity to All of Your Data

Leverage all of the customer data you collect across channels to better understand your consumers and create true, one-to-one targeted messages.

- Direct database integrations eliminate duplication and synchronization issues
- Real-time integration with MCCM systems like Unica, Teradata and SAP
- Easy re-integration of email data into a system of record or data warehouse