

PRODUCT

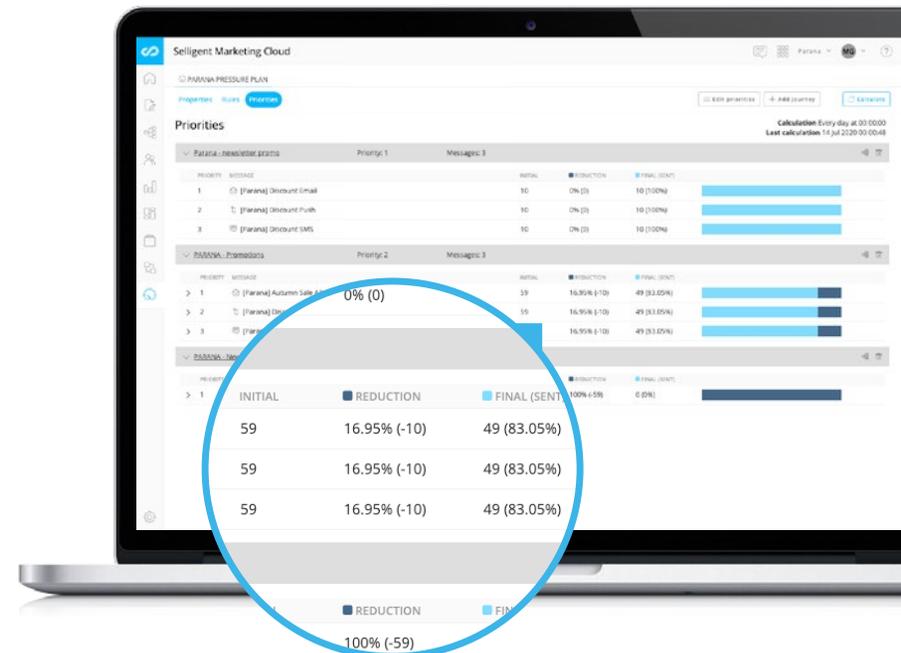
CADENCE MANAGEMENT

Precisely control marketing pressure across all key marketing channels

With Cadence Management, marketers can control the optimal frequency of their communications across all channels, factoring in engagement, feedback, and consumer behavior for each individual, while prioritizing journeys, messages, and offers to deliver precision marketing at scale.

Key Benefits

- Fully integrated across Selligent Marketing Cloud
- Protects your customers by controlling the precise number of messages delivered across ALL channels
- Enables brands to avoid over-solicitation, which can lead to marketing fatigue and increased unsubscribe rates
- Flexible setup of plans, either per product or per department, specific to your brand's requirements
- Prioritize future journeys or offers based on cadence plan forecasts, for complete control over messaging
- Include lifecycle journeys in your clash plans to carefully balance tactical versus strategic communications



Key Technical Features

- **Sophisticated Cadence Management:** More than just finding the optimal frequency for your outgoing messages, our Cadence Management also factors in engagement, feedback, and consumer behavior, to personalize cadence for each individual across all of your marketing channels, journeys, and offers.
- **Cadence Plan Creation:** Cadence Plans enable users to define a plan that contains Rules (e.g., contact frequencies per channel) and Priorities (e.g., order / sequencing of journeys). Users can create multiple plans to fulfill differing business objectives.
- **Cadence Rules:** These enable users to add the required channels into the plan and set frequency caps for each of the channels; e.g., x messages per x period of time. Each plan uses this set of rules to control the communication over time, per channel.
- **Cadence Priorities:** Users can simply drag and drop to change the priority of either the entire journeys included within the plan, or the individual messages contained within the journey, providing them with full control of prioritization.
- **Cadence Plan Calculations:** Once a plan is defined, it can be either run manually, or be fully automated. For scheduled automations, Cadence Management automatically calculates the audience time for the user based on the best time to run, given the average plan calculation duration and the launch time of the first journey included within the plan for all batch / bulk journeys and messages considered in the forecast.

