PRODUCT

LIVE CONTENT

Context that Drives Engagement

Selligent Marketing Cloud Live Content makes it easy to create and add dynamic content to deliver true real-time contextual personalization. Take your consumers on a journey and enhance their buying experience so that each interaction with your brand is unique yet always relevant at the time of message open.

Key Benefits

- Fully Integrated across Selligent Marketing Cloud and supported across both email and mobile push channels.

- Personalize messaging with any data at the time of message open, such as device, geo-location or weather to relevantly engage with consumers.

- Improve the context and relevance of messages by leveraging real-time data from anywhere such as pricing, inventory or more via API.

- Use widgets such as countdown timers to create a sense of urgency around special events or promotions, and drive purchases.

- Deliver content such as the nearest store, when the message is opened within the vicinity of a physical location to improve customer experience.

- Easy to use, Live Content enables a rich range of real-time personalization with more clicks, and less coding, to fully empower the marketer.

Key *Technical Features*

- **Countdown Timers:** Create a sense of urgency with live-updating countdown timers for campaigns with special deadlines to increase visits to your website or mobile app.

- **Nearest Store information:** Improve customer experience by enabling consumers to easily find your nearest location based on where they open your message.

- **Weather Updates:** Display current or forecasted weather conditions at your customer's current or fixed location. Pivot content or offers based on weather conditions, creating more contextually relevant experiences.

- **Social:** Increase brand awareness and engagement on social media, by including social feeds from Facebook, Instagram or Twitter into your messaging, making messages more fun and driving advocacy.

- **Dynamic Images:** Create attention-grabbing, personalized images, including web and email banners to deliver a more concierge-based experience to consumers.

- **Web scrapes:** Provide a consistent experience for customers across web, email and mobile messages by scraping content from your website into messages, such as sale pages, or specific promotions.

- **Rule-Based Content:** Display content based on data elements such as the Date, Time, Device, Location along with default fall-back content, leveraging any of our live content options.

- **Content Automation:** Easily grab any real-time data via API to personalize your messages, from loyalty balances, to live pricing or even inventory to help drive demand an urgency around specific content or offers.

Selligent Marketing Cloud is a sophisticated B2C marketing platform that empowers ambitious relationship marketers to maximize every moment they engage with consumers.

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