

**PRODUCT**

# SEND TIME OPTIMIZATION

**Automatically optimize email send time to boost open and click-through rates**

Send Time Optimization (STO) enables the marketer to answer one key question when sending out their email campaign: “when”? STO complements other Selligent Cortex AI-powered solutions such as Smart Content (“what”) and Smart Audience (“who”), to enable true marketing optimization.

## Key Benefits

- Fully integrated with Selligent Marketing Cloud Journeys
- Simple activation by just a toggle switch within a journey, to enable optimization at the point of execution
- Creates a unique STO profile for each database contact, tailored to their specific circumstance, in real-time
- Calculates best time to send based on engagement data captured across email, pages, and mobile channel for optimal results
- Optimizes open and click-through rates on email messages, as well as driving higher conversion rates from your marketing efforts



# Key Technical Features

- **STO Profile Creation:** Uniquely, Selligent Marketing Cloud calculates an STO Profile through the continuous collection and storage of interaction data. Event data is sent to Google PubSub in real-time and aggregated into a heatmap for every individual consumer using Google Cloud Dataflow.
- **Powered by Selligent Cortex, our AI-powered engine:** Our STO Profiles are powered by a powerful algorithm which looks at when a client is most active, to calculate the probability of when they will be active. Unlike many solutions which are focused purely around email opens, Selligent Marketing Cloud leverages email views, email clicks, page views and clicks, as well as interactions with mobile messages, to truly understand when consumers are active, to calculate the optimal send time.
- **Robust fallback options:** Behind the scenes, Selligent Marketing Cloud also handles situations where users do not have an STO Profile, because they lack the prior interaction data to create a quality one. Where the optimal time has passed, the email can be sent immediately; and for those profiles that do not contain an ideal time, delivery is sent at a random time to ensure no impact on your deliverability rates through bulk sending all at the same time.

