

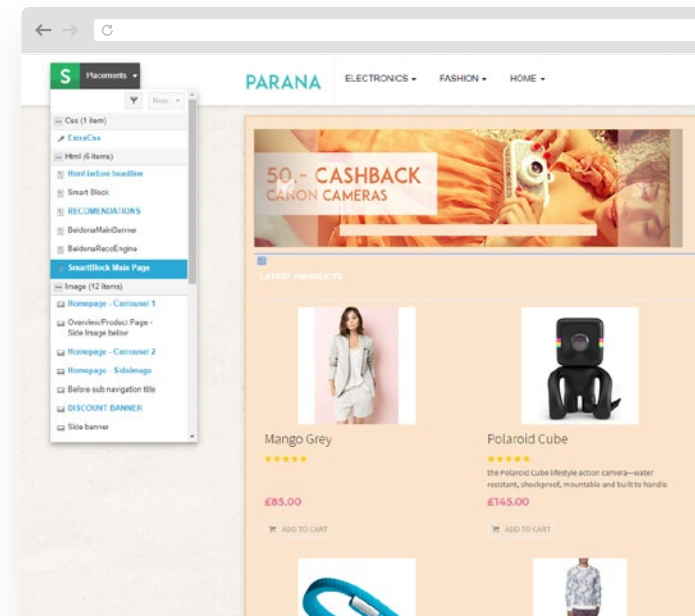
PRODUCT SITE

Build rich audience profiles to drive website personalization and omnichannel engagement

Selligent Marketing Cloud Site is the first integrated marketing solution that turns big data from known and unknown website visitors into actionable profiles, so that marketers can use it to nurture leads and generate sales. It's time to stop reading about the potential of big data and start monetizing it right away.

Key Benefits

- Fully integrated with Selligent Marketing Cloud
- Creates rich audience profiles to track all your visitors individually. It's about people, not clicks. That's why Site tracks when people visit you online, who they are, and where they are going in real-time. One visitor at a time, at a dazzling speed.
- Analyzes your visitor behavior to discover new untapped audience segments, by combining your online behavioral data with email, purchase, and any other data, to develop rich insights and drive more sales.
- Monetizes every customer engagement with precise targeting across channels. Offer the most compelling online experiences through real-time website personalization and use online behavioral profiles to boost the responsiveness of your email programs.
- Simplifies omnichannel personalization by providing an easy-to-use solution for you to develop actionable insights and rich omnichannel personalization, without being dependent on technical resources or data scientists.



Key Technical Features

- **Real-Time View:** Provides insights into what is happening on your website during the last 24 hours. Users can view website performance against specific time periods and filter by known (identified) and anonymous (non-identified) visitors, drill down to understand which tactics are working the best, and optimize every customer visit.
- **Reporting Segments:** While website tags allow tracking the behavior of the visitor, reporting segments give insights into your website visitors. Who's a first-time buyer? Who visits on Saturday? Is the visitor using a tablet or pc or other device? Users can easily create custom segments using our intuitive drag-and-drop constraint editor, based on a rich set of available data elements, and leverage to individualize web experiences.
- **Visitor Insight:** Gain deep insights into visitor activity, from general information such as the growth of new registrations, through to web metrics such as visitor frequency, average pages per visit, devices used to browse, etc., to fine tune your reporting segments and create engagement strategies that can increase conversions.
- **Offers:** Enables offers or specific content based on all the information you have from Site and Selligent Marketing Cloud to be highly personalized for each individual website visitor, including our AI-powered product recommendations.
- **Carts:** Site enables retargeting to visitors who have abandoned their cart within a given time frame. Identified contacts can be sent an email or other channels used through a Selligent Marketing Cloud Journey. Both identified and non-identified visitors can be targeted with personalized web offers through Selligent.
- **Tags:** Tags identify the web pages that are viewed by individual visitors, to help better understand how to personalize their experience. Use our standard and custom tags to understand products of interest, and deliver consistent, highly personalized, well-timed, and relevant communications across web, email, mobile, and social channels.
- **Exports:** Avoid having data locked into your web analytics platform and easily export our Site data (such as profile information, tag values, reporting segments, or offers) to a file for loading into other third-party applications.



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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