PRODUCT

SELLIGENT MARKETING CLOUD

The Intelligent Marketing Platform

Selligent Marketing Cloud empowers you to put the consumer at the center of your brand experiences and helps you build meaningful relationships with them. **Our B2C marketing automation platform will enable you to maximize every moment the consumer engages with your brand, combining omnichannel-orchestrated customer journeys with real-time contextually personalized engagement.**
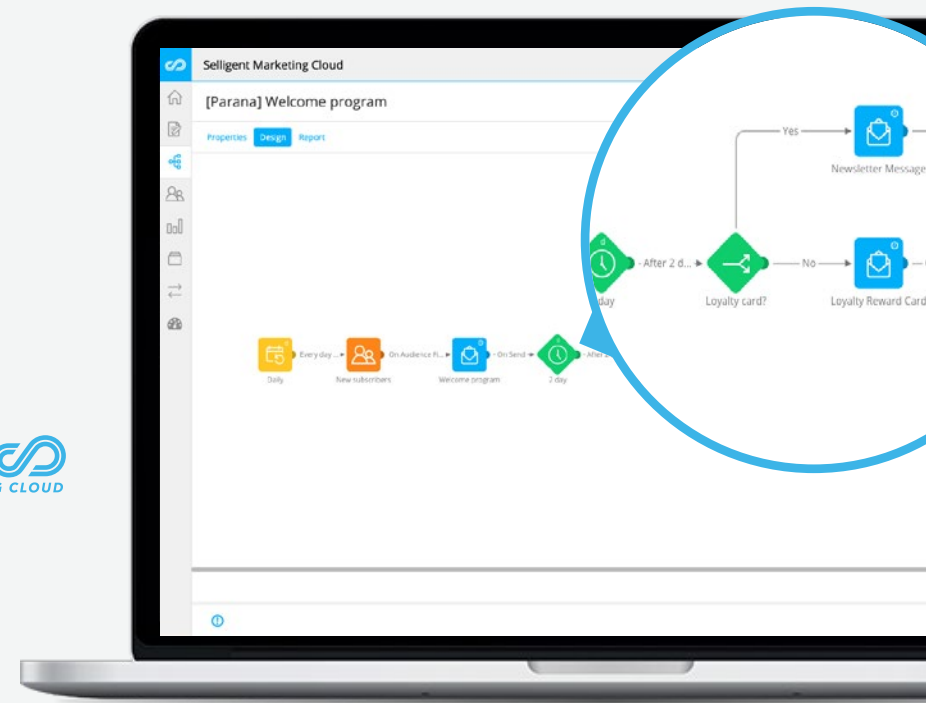
Key Benefits

- Fully Integrated Platform, providing end-to-end enterprise B2C Marketing Automation capabilities

- Underpinned by a Universal Consumer Profile and a flexible data model, we enable true activation of real-time data into your marketing programs.

- Powerful and interactive customer journey design, providing seamless and intuitive omnichannel execution, fully empowering the marketer.

- Advanced omnichannel personalization at scale to make every consumer touch contextually relevant and maximize their lifetime value.

- Selligent Cortex, our AI-powered engine, seamlessly optimizes content, audiences and journeys blended with human controls.

- Rich and interactive reporting and dashboards provide insights into everything from interactions, to revenue performance – full accountability.

Key *Technical Features*

- **Data Management:** Automate data management operations, including SQL tasks, imports and exports, and avoid data latency and integrity issues with bi-directional data connectors. Grab real-time data from anywhere, either within a Journey or to personalize content at the precise moment it is needed.

- **Universal Consumer Profile:** With a 360-degree view of your contacts, purchases, devices and channel interactions, users can easily activate their data through rich audiences, segmentation and triggering real-time dialogues.

- **Powerful Content Management:** Create, edit, and manage all your assets, message templates and web pages with our intuitive content editing tools, and advanced personalization features. Collaborate over content with our approval management tool.

- **Omnichannel Orchestrated Messaging:** Easily design multi-wave customer journeys that execute across all marketing channels, with full automation fand complete control of prioritization and cadence, to enable the right amount of marketing pressure to yield the best results.

- **Powerful AI & Machine-Learning:** Optimize the content, audience, and timing using Selligent Cortex, our AI-powered engine. From content recommendations to smart audience selection and send-time optimization, our AI blends seamlessly into the platform, with full control for marketers to adjust and configure to their precise needs.

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