



# Product Solution Guide

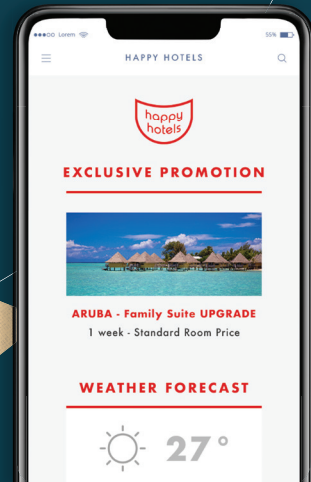
A Quick Platform Overview



Selligent Marketing Cloud

# A Highly Integrated Platform for Relationship Marketers

Selligent Marketing Cloud enables marketers to provide true consumer-first experiences. Our platform's marketing-specific AI enables delivery of personalized relevance in every interaction, for one-to-one customer engagement at scale.



## Advanced Real-Time Personalization

### Contextually relevant omnichannel experiences

Create and add dynamic, contextually personalized content that renders at the time of message open, using tactics such as:

- Countdown timers to create a sense of urgency around offers
- Nearest store to improve the customer experience and drive footfall traffic
- Weather forecasts, or weather-based content pivots to ensure relevance
- Personalized images / banners to deliver 1:1 brand experiences
- Social feeds to increase engagement and boost your viral reach
- Live pricing, product availability or loyalty points balance to keep content useful



## Centralized Creation and Management of Content

### One content editor for all channels

- Enjoy consistent user experience for content creation across all marketing channels
- Craft beautiful, mobile-responsive messages, with advanced drag-and-drop components
- Simplify content creation with native multi-language support for international brands
- Efficiently create reusable content with a central content library for images and content blocks
- Easily manage approvals and testing across lists, users, and devices, as well as spam checks and link validation



## AI and Machine Learning

### Real-time, purpose-built Artificial Intelligence

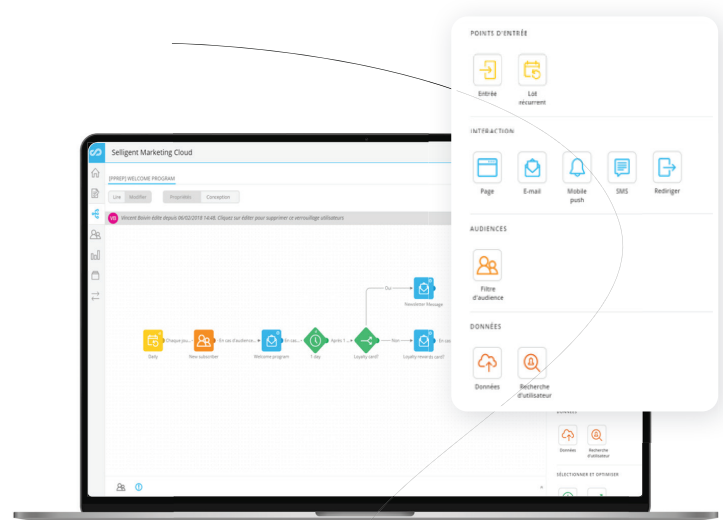
- Optimize every aspect of your marketing communications – across audiences, content, and timing – with AI & Machine Learning capabilities available out of the box
- Deliver more relevant product and content recommendations into all channels, using a rich array of Machine Learning algorithms
- Optimize the timing of your messages with Send Time Optimization to increase open, click, and conversion rates
- Refine your targeting and segmentation for specific offers with AI-powered audience selection



## Omnichannel Campaign Orchestration and Execution

### An intelligent marketing platform

- Design sophisticated journeys with drag-and-drop simplicity, for true relevance with every user experience
- Control cadence and prioritization of messages for each individual, to apply just the right frequency and reduce unsubscribe rates
- Incorporate robust A/B or multi-variate testing at every step of the journey to optimize every opportunity to engage your customers



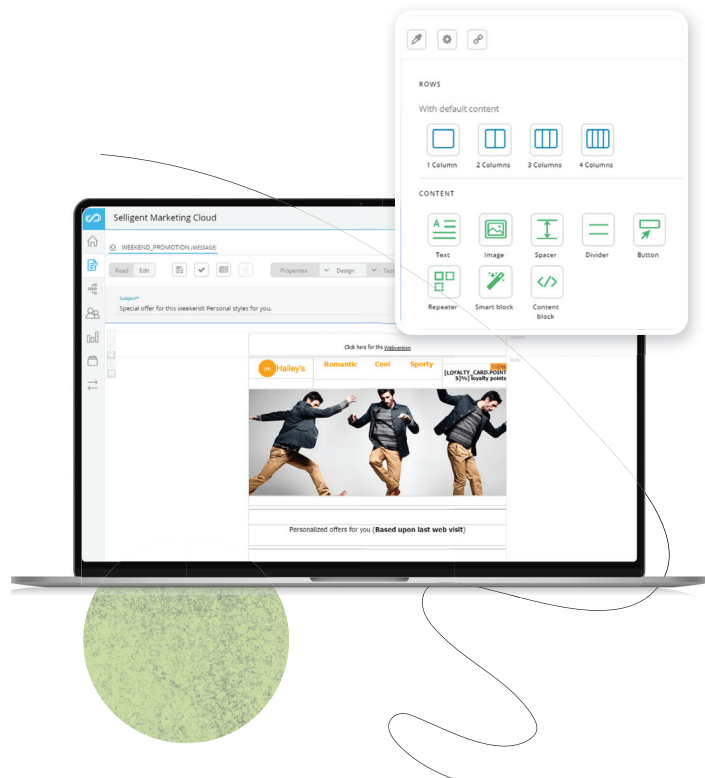




## Integrated Customer Data and Reporting

### Turn data into actionable insights

- Access a consolidated view of your customers (Universal Consumer Profile) with an open and extensible platform that easily eliminates data from silos
- Easily import and export your data files, API, or automation, thanks to flexible data model
- Enjoy rapid setup and integration with leading technologies, enabled by wide range of out-of-the-box connectors
- Measure every interaction and conversion with comprehensive omnichannel reporting and interactive dashboards, to measure ROI of your marketing efforts



## Website Behavioral Tracking and Personalization

### Deliver highly personalized web experiences

- Define tags you need to drive personalization to your customers and use known and anonymous tracking of all online behavior to build rich behavioral segments
- Identify visitors known to your brand through backend integration with your Universal Consumer Profiles, resolving identities to provide better customer experiences
- Easily capture real-time signals such as abandoned purchases and trigger retargeting across web, email, mobile, or social channels
- Deliver relevant, AI-powered content and product recommendations based on individual browsing and buying patterns

# About Selligent Marketing Cloud

**Selligent Marketing Cloud, a CM Group brand, is an intelligent omnichannel marketing cloud platform.**

Our dynamic technology provides actionable insights that empower companies to deliver more personalized and valuable consumer engagements, resulting in compelling experiences across all channels. With teams across Europe and the United States, and a global network of partners, our mission is to **make marketing personal**.

Learn more at [www.selligent.com](http://www.selligent.com) and connect with the team at [Twitter](#), [LinkedIn](#), and our [blog](#).



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Selligent plays a key role in our journey to becoming a consumer-first organization. The platform helps us deliver personalization in our communications while constantly learning more about our customers across the entire lifecycle.

- Ozana Popescu

IT CRM Product Owner, Maxeda DIY Group,  
Brico, BricoPlanit & Praxis

