Selligent Experiences
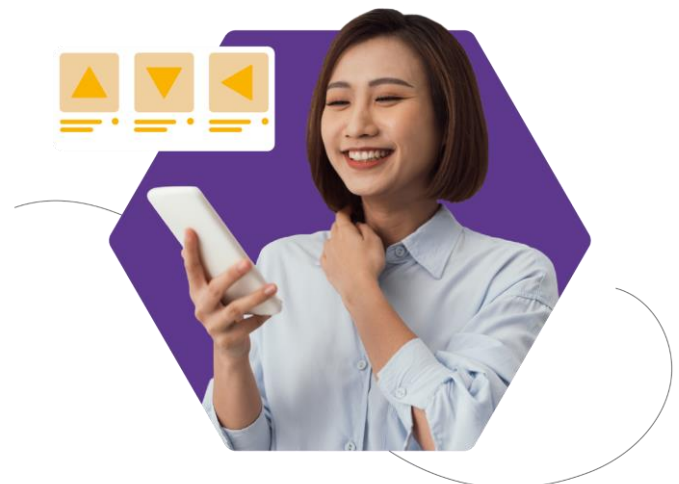
Zero Party Data collection at speed and scale
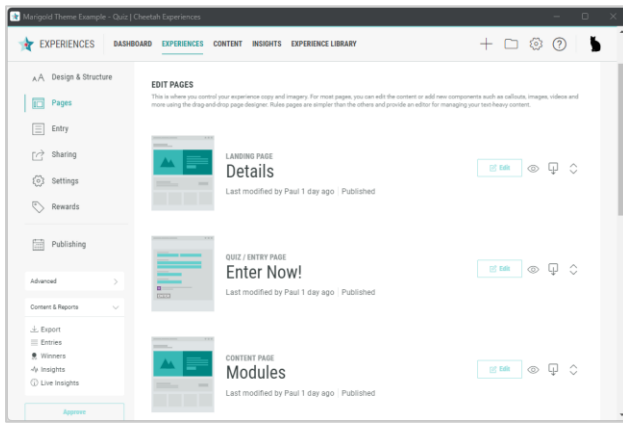
Great experiences without the waiting

Free your marketing ambitions
- Rapidly develop a new experience without waiting for technical teams
- Experiences include quizzes, contests, spin to win and much more

Immediately use the collected data
- Access new data for segmentation as soon as the data is collected
- Activate the collected data to personalise the customer journey and create targeted campaigns
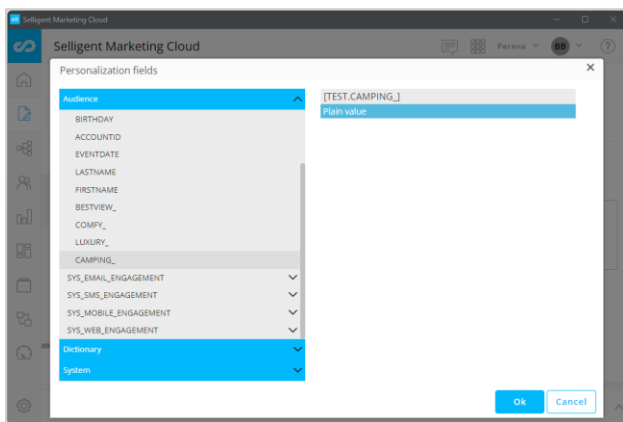
ACQUISITION

From unknown to known

Mutually valuable data collection
- Identify anonymous contacts through engaging value exchange
- Get to know your customers directly with subtle data collection through enjoyable interactions

Pricelessly positive customer experiences
- Communicate with customers about the topics they actually care about
- Give customers the most positive experience of your brand, feeling they are understood and valued

Drag and Drop Builder
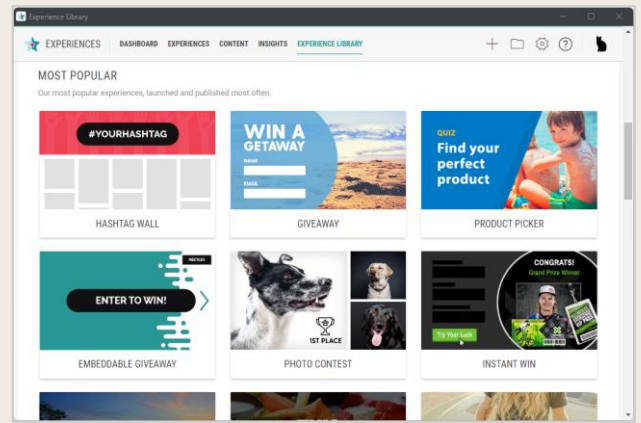
Build Experiences with a toolset designed for marketers to craft what they need

Work with modular sections,set to your look and feel, removing the manual effort from creating complex form pages

Pre-Built Template Library

The Experience Library provides a wide range of ready to use templates out of the box

Get up and running quickly and pivot to address emerging needs from your organization's marketing strategy

Greater Personalization

Use the data collected via Experiences to personalise content in your Selligent Marketing Cloud campaigns

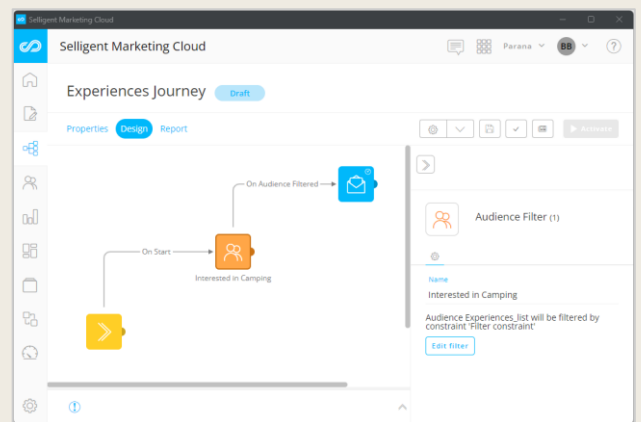Make sure each message resonates with your target audience

Better Segmentation

Create segments and audience filters based on zero party data collected through engaging and interactive Experiences

Identify your next campaign targets based on authentic and trustworthy data

hunkemöller   HEMA   ING   KINEPOLIS BELVAL   brussels AIRLINES

Selligent by Marigold: where relationships take root

MARIGOLD