

Made for *real-life* marketers



Marigold Engage is a flexible platform built for data driven multi channel marketing. Turn your relationship marketing theory into reality with our collaborative support and industry expertise.

Inspire trust to communicate on a more personal level

Marigold Engage helps you build trust with every interaction. Transparently collect, understand, and respect individual privacy preferences to make customers feel safe and willing to do business with you, laying the groundwork for a trustful and lasting relationship. Trusting customers spend with trusted brands.

Increase efficiency & ROI so you can do more, better

The powerful combination of Engage technology and our in-house expertise fuels a quicker time to value, higher return on investment, and a strong foundation to scale your program more effectively and strategically for that all-important bottom line.

Cultivate loyalty that makes them choose you over others

Delight your customers with personalized treatment and show your appreciation for their ongoing business. Marigold Engage moves you beyond the transaction to reward customers with status, privilege, and exclusivity that keeps them coming back.



91% of consumers are more likely to shop with brands who provide relevant offers and recommendations.

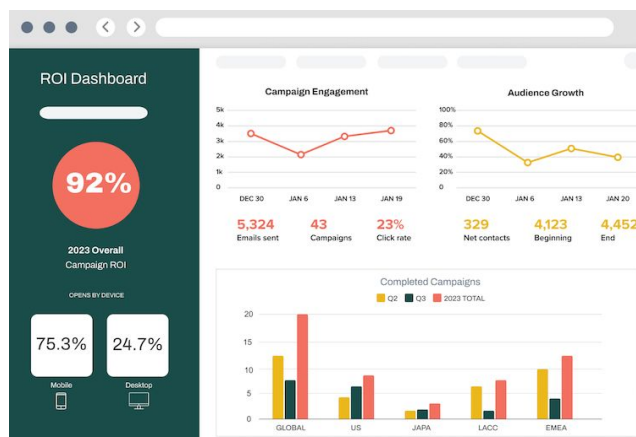
UPTO 50% reduction in acquisition costs with personalization, which can also increase marketing spend efficiency by 10-30%

Make your marketing *unignorable*



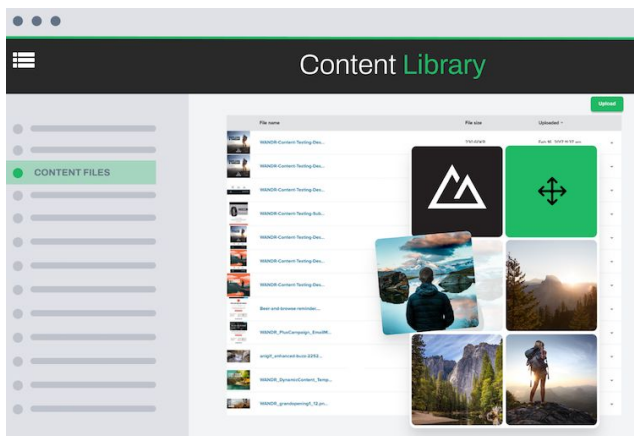
A home for all your campaigns

Build responsive content for every channel in a single cohesive location. Combine attention grabbing personalization with segmentation that resonates to laser focus your marketing. And respectfully manage the email volume for each recipient, never too much or too little.



Visibility for your ROI

Make better-informed decision with data that's easy to interpret and act on. Dive into the details when you need with drill-down reports. And for times when you don't need that level of granularity, high-level dashboards identify changes in trends and patterns at a glance.



For every shape of team

Work with a library of reusable content blocks across multiple organisations. Empower regional marketing teams with branded content and multi language campaigns. Adapt the interface to fit the needs of your team depending on their level of experience.



Invested in your success

We take a hands-on approach to technical and strategic support. Our Customer Success Managers are an extension of your team and support with implementation, account management, and ongoing email marketing strategy advice.



“As a marketer, my job is made easier knowing that we are on a platform that can support us with various initiatives and as we roll out new channels.”

Evan Frank, Senior Director Marketing Operations, FreshDirect

Overview

A strong foundation in data management allows for smooth and efficient campaign execution with insightful reporting to guide continual optimization.

All this is made possible by the technology, support, and expert services behind Engage. We are people who care, with services that solve, and technology that delivers.

And there's more. Greater than the sum of our parts, the addition of Marigold LiveContent, Grow, or Loyalty will amplify customer engagement beyond what you thought possible. Ask us about it.



Data Foundation

- Flexible, relational data structure
- Consistent cross-channel data
- Real-time APIs
- Preference management
- CRM integration
- Data centers in Europe and the US



Campaign Creation

- Drag & drop or code-your-own campaigns
- Reusable content library
- All channels in one interface
- AI-powered personalization
- Segmentation
- Dynamic Content
- Automated journey orchestration
- Multi-org structure
- Multi-language UI



Reporting & Optimization

- Real-time monitoring
- A/B testing
- Custom reporting and dashboards
- Interactive visualization
- Journey analytics
- Cadence management
- Shareable and downloadable reports
- External data source integration



bolstered by

Support and Services

- In-house Experts • Partner Network • Customer Masterclasses



with opportunity to

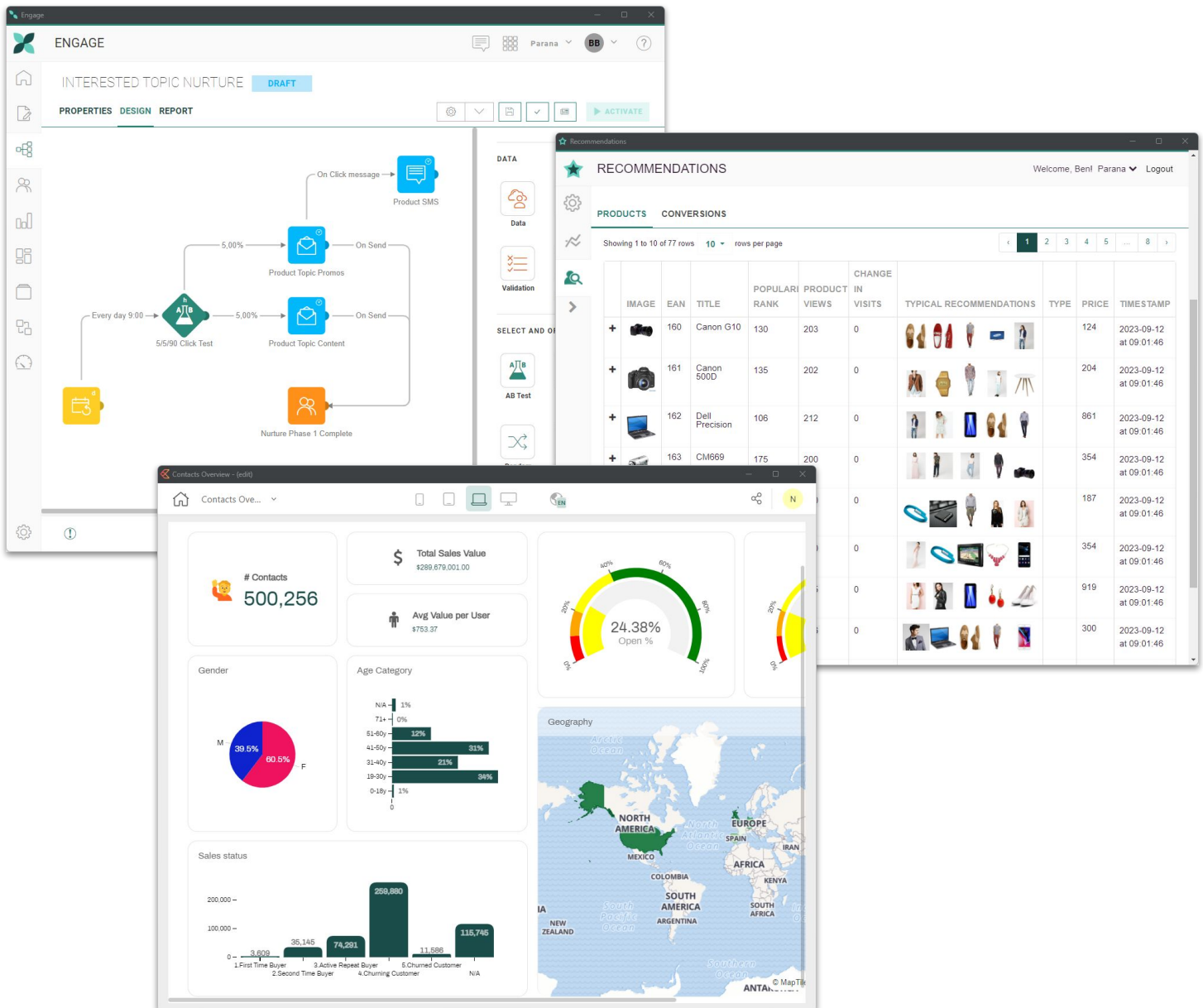
Amplify Engagement

LiveContent
Personalization at the moment of open

Grow
Interactive experiences for zero-party data collection

Loyalty
Customizable enterprise loyalty solution

Data-powered personalization



What if you could achieve these results?

Larger Audience

6X GROWTH

in subscriptions via email campaigns

More Engagement

53%

increase in click-to-open rate

Higher ROI

31%

increase in revenue per email

Our customers do.