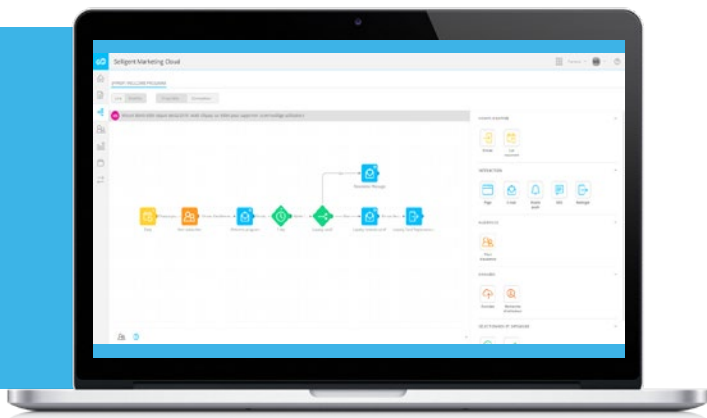


# **MAXIMIZE EVERY MOMENT**

**Discover the *Ultimate B2C Marketing Platform***

# SELLIGENT MARKETING CLOUD: AN INTEGRATED PLATFORM FOR RELATIONSHIP MARKETERS



## Omnichannel Campaign Orchestration and Execution

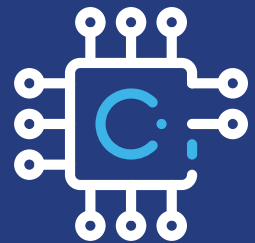
Advanced Marketing Automation

- Easily create content with our drag and drop capabilities
- Optimized targeting
- Cadence control management
- Automatically trigger your campaigns through external systems such as client and web services

## AI & Machine Learning

Personalized offers designed by the marketer, AI informed

- Generate real-time content recommendations with machine learning algorithms
- Include filters to add decisional logic
- Set your own graphical visualization to increase engagement

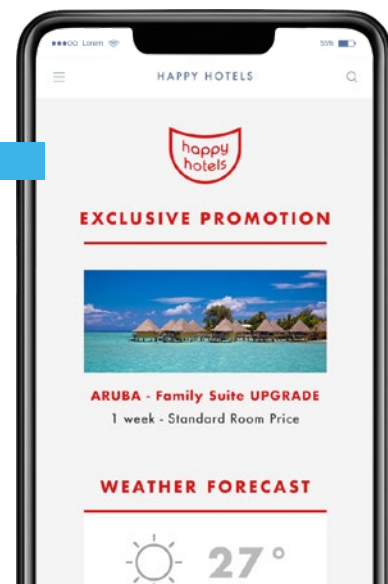


## Advanced Real-Time Personalization

Email, Mobile Push, SMS

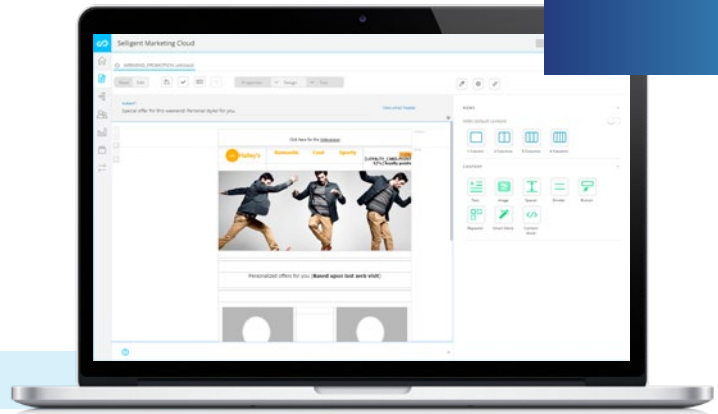
Use behavioral, transactional and contextual data to provide real-time personalized content including:

- Countdown timers
- Nearest store
- Weather
- Personalized images
- Social tagging



## Centralized Creation and Management of Content

- Effortlessly design responsive and personalized email templates
- Drag and drop WYSIWYG mode including text blocks, images, tables etc.
- Easily integrated via internal CMS



## Integrated customer data & reporting

Analyze customer behavior and identify key decision patterns

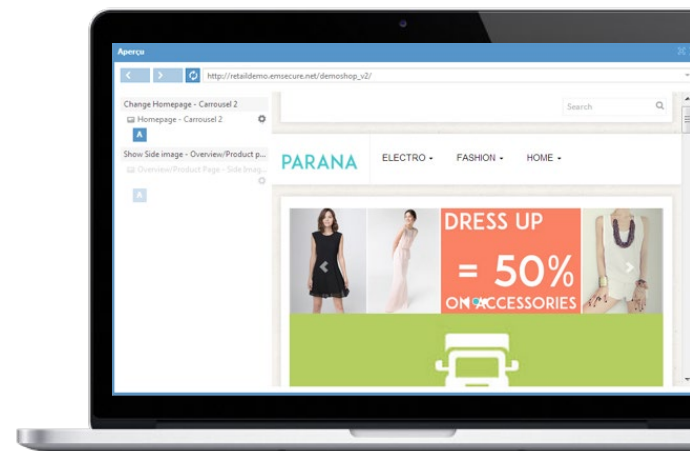
- Flexible data model
- API library
- Get a real-time 360° individual view of your customers
- Easily visualize your data model



## Site

Turn your website into a truly personalized channel

- Personalize your website based on the browsing behavior of your visitors
- Recommend content in real-time while your consumer is browsing with Offer AI
- Identify known and unknown customers



# ABOUT SELLIGENT MARKETING CLOUD

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

With native AI capabilities, a robust data layer, and a powerful omnichannel execution engine, Selligent Marketing Cloud enables marketers to easily target, trigger, and deliver highly personalized messaging across all critical channels.

More than 700 global brands in retail, travel, automotive, publishing, and financial services trust Selligent Marketing Cloud to help deliver their marketing programs. With 10 offices across the United States and Europe and more than 50 partners, Selligent serves over 30 countries with local, personalized service.

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



**Selligent Marketing Cloud developed a flexible data architecture to provide Direct Marketing teams with the ability to draft emails and select data for their daily campaigns independently.**

