

3 - Marketing Cloud

Audience Segmentation

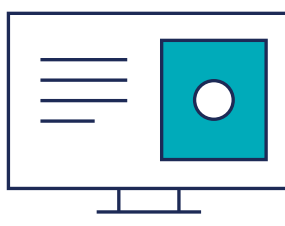
Better segmentation



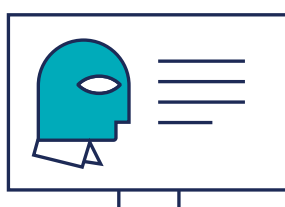
Smarter targeting



Productive ads



Enterprise Content Management



Social Media Marketing

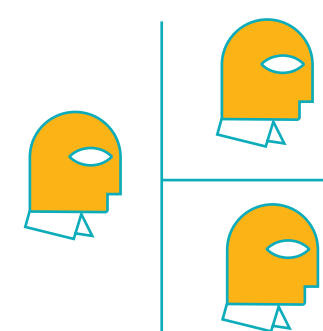


Proximity Marketing

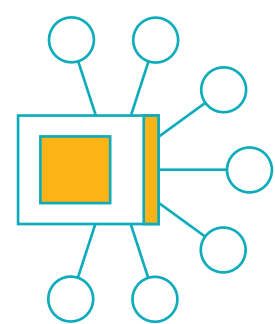


Benefits

Identify hidden and niche consumer segments



Smarter targeting and campaigns

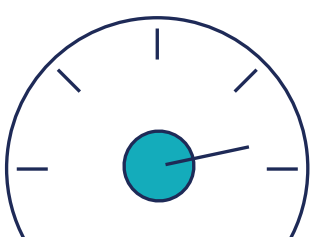


Enterprise Content Management

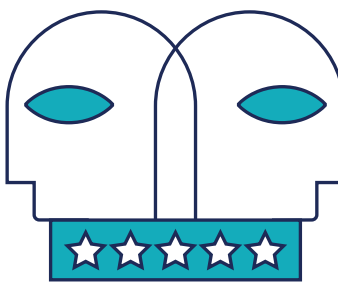
Simpler management



Speed and efficiency



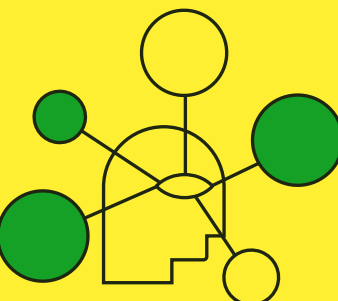
Superb customer experience



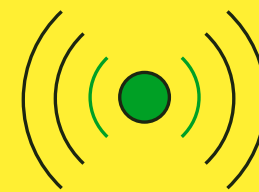
Audience Segmentation



Social Media Marketing



Proximity Marketing

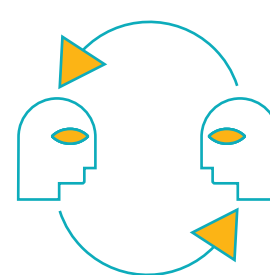


Benefits

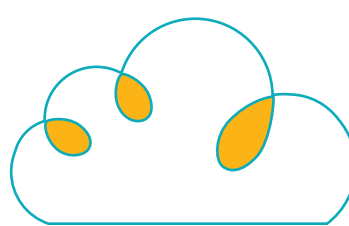
Efficient management of workflows



Improved customer interaction



Improved flexibility



Reduced cost

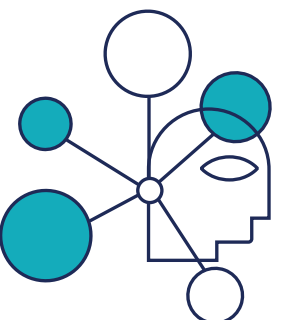


Social Media Marketing

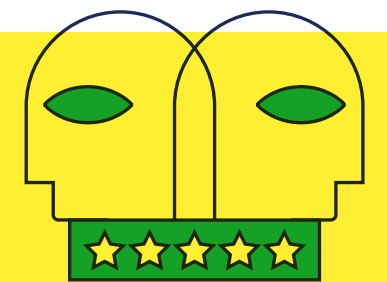
Simpler management



Social Listening



Superb customer experience



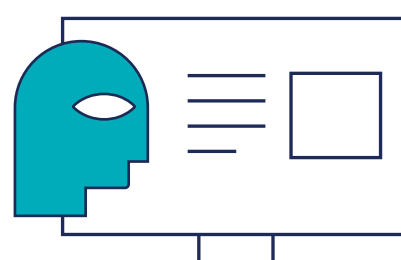
Enterprise Content Management



Proximity Marketing

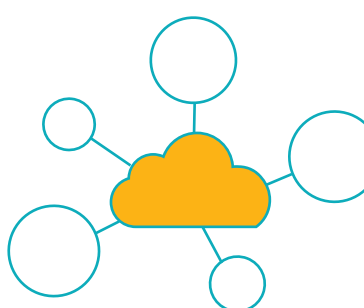


Campaign Management

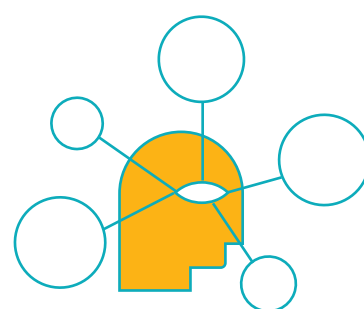


Benefits

Easily manage multiple social pages and people



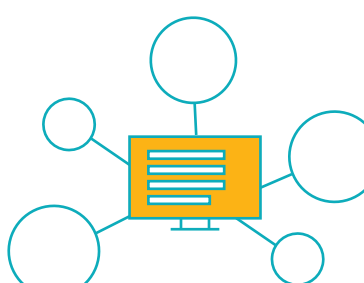
Keep up with your social media engagement



Listen and track social mentions and conversations



Publish content across multiple social pages



Monitor social performance



Proximity Marketing

Hyper localized



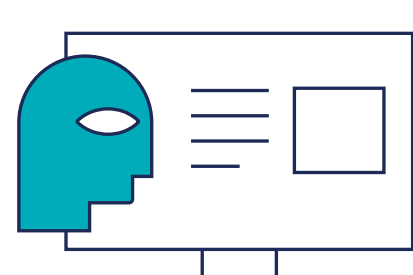
Personalized messages



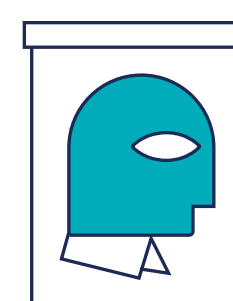
Transformed In-store experience



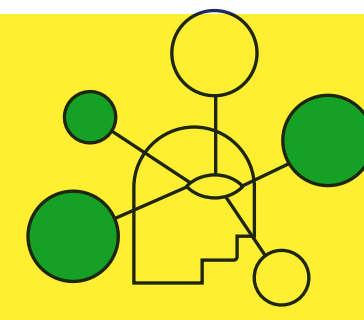
Campaign Management



Personalization



Social Media Marketing



Benefits

On-the-spot personalized offers



Enhance customer loyalty



Gain customer insights



Campaign Management

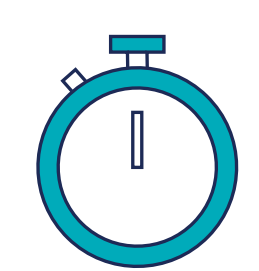
Simple



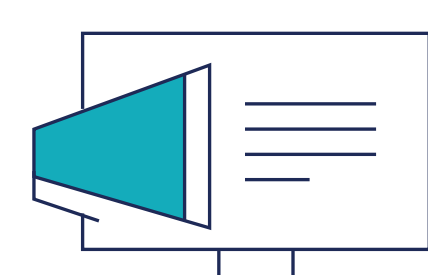
Consistent



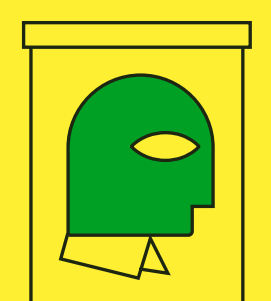
Productive



Social Media Marketing



Personalization

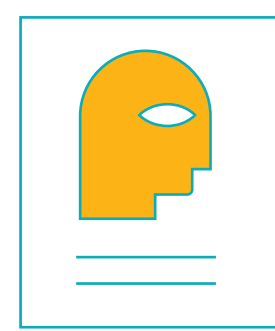


Proximity Marketing

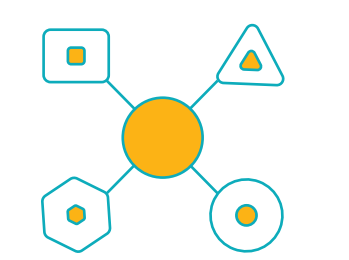


Benefits

Build individual profiles



Orchestrate cross-channel campaigns



Deliver contextual campaigns

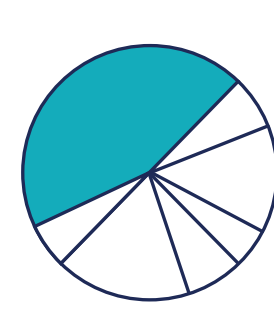


Define and automate personalized customer offerings



Personalization

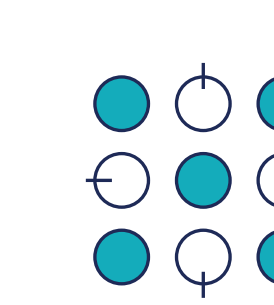
Data-driven



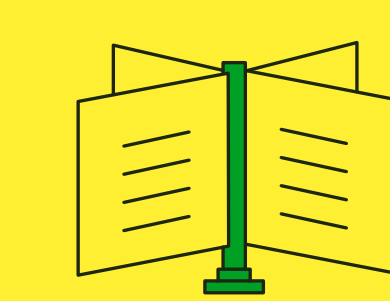
Optimized



Hassle-free



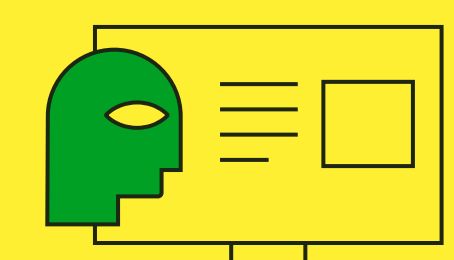
Enterprise Content Management



Proximity Marketing

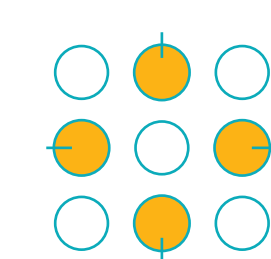


Campaign Management



Benefits

Test options without hassles



Create personalized content without effort

