

Multichannel Marketing Guide



THE COMPLETE GUIDE TO
MULTICHANNEL MARKETING

Simplify your Multichannel Campaign Management

Create multi-step, multichannel campaigns with a simple wave of a mouse — and instantly create streams of cross-channel messaging.

For many organizations, integrated marketing campaigns require multiple platforms, high levels of customization, and intensive technical resources. But it doesn't have to be that way.



With Experiture's powerful Program Designer, marketers can create and launch complex multistep programs across channels — without any technical help. Once live, you can adjust your marketing program on-the-fly, perform A/B tests, and more.

You can also view program-wide analytics, in real-time, and from a single platform — as well as results of each channel — without any additional work.



Automate Your Multichannel Marketing Programs

Easily create automated multichannel marketing programs with variable, ongoing streams of messages — and strengthen engagement with your customers.

From pre-sales nurturing programs, to customer onboarding initiatives, to loyalty and referral marketing, to lapsed customer reactivation — Experiture gives organizations the tools to engage customers more effectively and efficiently across the entire lifecycle.



In many systems, setting up an automated sequence of messaging can be time-consuming and difficult. And, when it comes time to make a change, so much technical help is required that it's almost not worth it.

With Experiture, however, you can easily create programs that feature streams of timely, relevant messaging. You can send subsequent messages in the stream based on any profile field change, behavior, or interaction.

In addition, you can also use Experiture's APIs and Web Services to send transactional emails or even streams of multichannel messaging from other systems such as your ERP, help desk, or call center software.



Automated Marketing Workflows

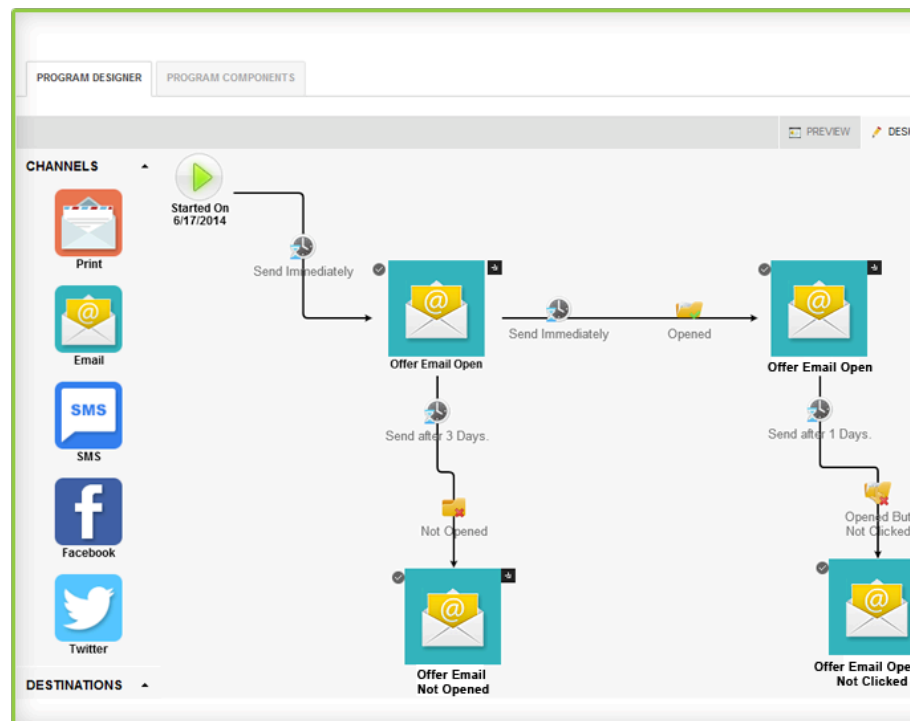
Robust Variable Composition

With a few clicks of a mouse you can create programs that range from multistep automated sequences combining email, SMS, social and print channels, to ‘simple’ single-channel transactional messages...and everything in between. The only limit is your imagination.

Drip Marketing

Say “Goodbye” to uploading spreadsheets and launching campaigns whenever you’d like to send email...and say “hello” to marketing that can run by itself.

With the ability to create multi-step, multi-track workflows, your marketing has a bright future...and your “batch and blast” days are over.



Extensible Architecture

Experiture allows marketers to integrate calls to external systems as “Custom Program Objects” in Experiture programs — effectively adding channels to automated campaigns in Experiture. Common use cases for Custom Objects include pulling a specific piece of data from an external system, or sending an instruction from Experiture to an external system that triggers a specific action (such as placing an outbound IVR call, or sending a direct mail piece).

Only Experiture makes it possible to broaden your customer engagement with truly automated multichannel marketing programs that enhance lifetime value.



Experiture Drag & Drop Program Designer

The Experiture Program Designer provides marketers with a drag-and-drop interface to string together complex, automated multichannel programs that incorporate a range of marketing channels.

Experiture's multichannel Program Designer supports channels including:

- Email
- Mobile
- SMS
- Social
- Web
- Direct Mail
- And more!

The image displays two main components of the Experiture Program Designer interface. On the left is the 'PROGRAM DESIGNER' workspace, which features a 'CHANNELS' sidebar with icons for Email, SMS, Facebook, and Twitter. The main area shows a flowchart starting with a 'Send Immediately' trigger, branching into 'Offer Email', 'Offer Direct Mail', and 'Offer SMS'. Each offer step leads to a 'Clicked' event, which then triggers an 'Offer Landingpage' step. A callout box with a speech bubble points to this flow, stating: 'Link emails, SMS messages, landing pages and more into multistep, multichannel programs'. On the right is a 'WORKSPACE' showing a live preview of a landing page. The page has a blue header with the Experiture logo and contact information. The main content area features three columns of text and images, each with a 'Learn More' button. A right-hand sidebar allows for styling adjustments like background color and padding.

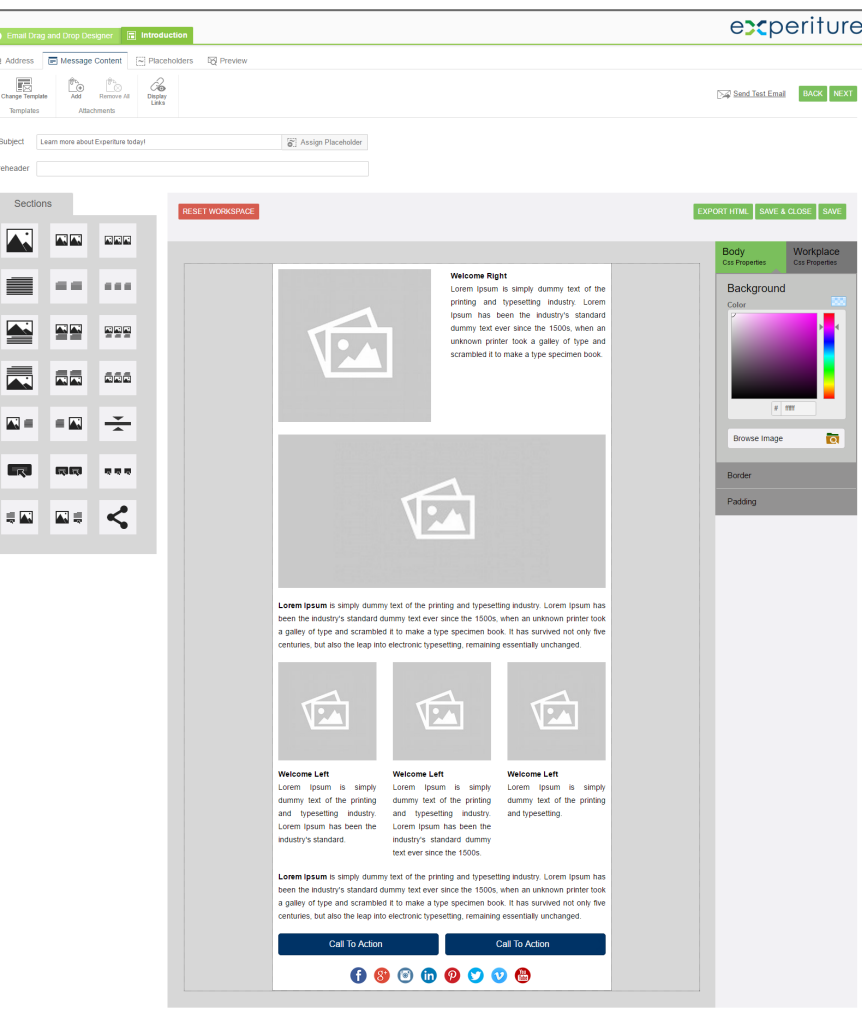
Experiture's intuitive Program Designer can be optionally extended with Custom Objects that incorporate a range of marketing solutions and integrations – available from the Experiture App Marketplace – empowering marketers to orchestrate their complete cross-channel marketing mix from a single platform.



Responsive Template Gallery

The Experiture platform comes with dozens of responsive email templates out of the box that are designed to be viewed on a number of devices. As an Experiture subscriber, you can use emails from the included Email Template Gallery in your marketing, as often as you like — at no additional cost.

Choose any email Template and then use Experiture’s easy-to-use WYSIWYG design tools to customize them. Using only your web browser, you can swap out your own images and offer text and apply your own brand logo and color scheme.



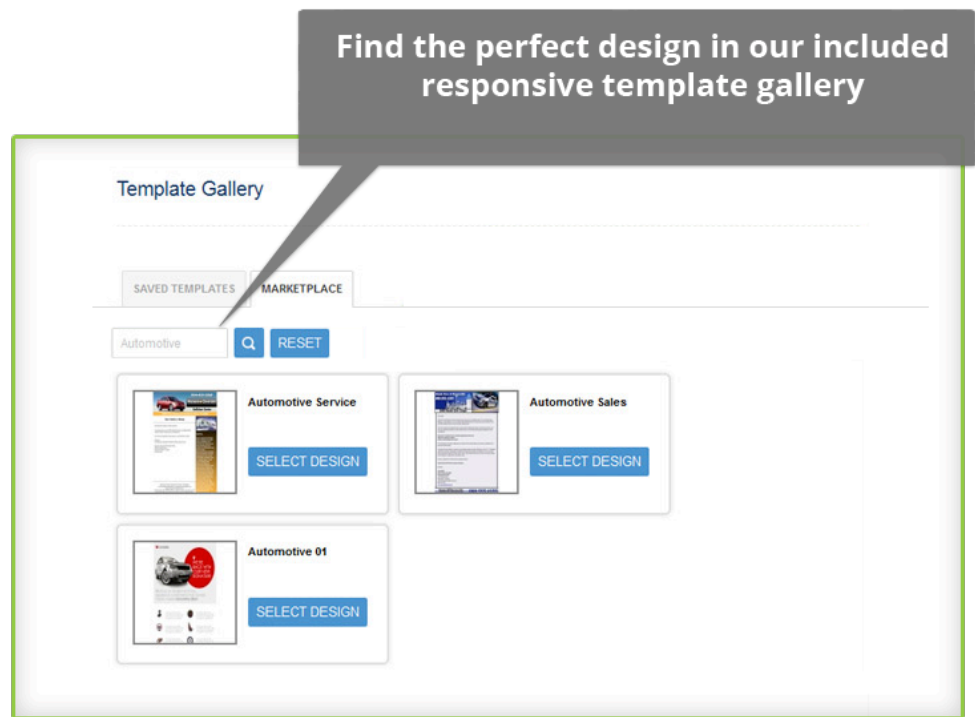
You can use Experiture’s stockpile of battle-tested designs, as often as you like, in order to find ideas or inspiration — or quickly and reliably deploy great looking email when you need one in a hurry.



Responsive Template Gallery

Experiture's included Template Gallery gives you:

- Dozens of responsive email templates to use at no additional cost
- Quickly and easily customize email templates using our included, browser-based WYSIWYG tools — no programming required
- Save emails that you create with Experiture as Templates to add to the Gallery — then customize and reuse saved templates across different Marketing Programs
- Load existing emails into Experiture to create your own template library



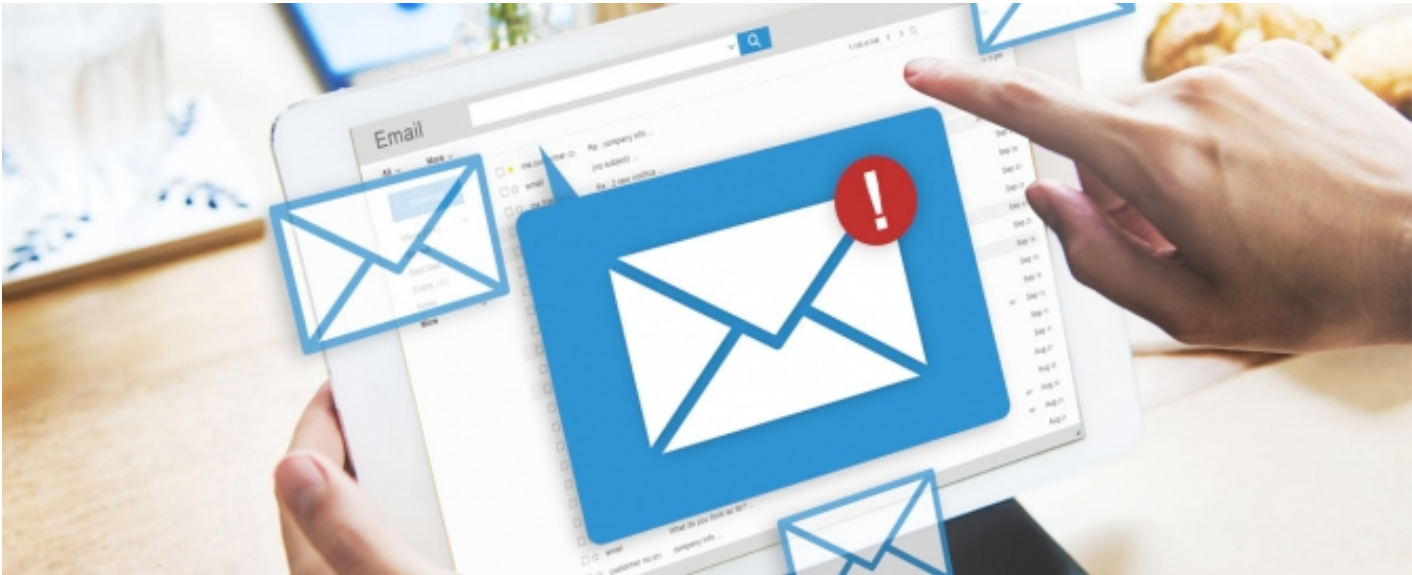
If you can click and drag your mouse, you already have all the skills you need to create memorable customer destinations using our platform's included Template Gallery and WYSIWYG tools. Of course, more advanced designers and web developers can always use our available Adobe Creative Cloud integration to build pages that can be uploaded into Experiture... or even paste in their own HTML and CSS code.



Create Triggered and Transactional Email Messages

Create ‘triggered’ or transactional emails when your customers perform a predefined action – say, when a payment is received – and deepen customer engagement.

When you route your transactional email and other messaging through Experiture, you can use our Enterprise-class tools to create, measure, and optimize your messages – and also, track interactions with those messages – so that you can maintain a truly unified customer view across your organization.



With Experiture, you can create programs for triggered emails that “listen” for activity across channels, and respond (in real time) with the right message, at the right moment.

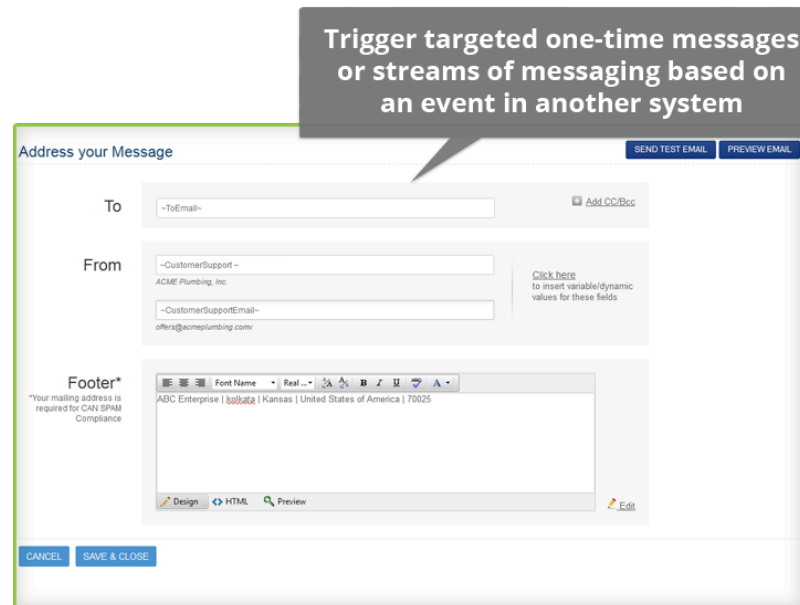
You can trigger emails – or any other type of social, mobile, telesales, direct mail, or other response – from any profile field change, interaction or behavior.



Create Triggered and Transactional Email Messages

With Experiture's Email Marketing, you will be able to:

- Send triggered one-time messages, or streams of messaging, based on profile, behaviors, or interactions
- Easily make changes to triggered emails from within the Experiture system
- Add custom code to your existing systems that can instruct Experiture to send a message — for example, a stream of payment reminders sent to a customer whose payment method has been declined by your payments gateway
- View analytics for triggered programs in the same system as your other messaging



Stop fighting with multiple, disparate platforms to manage your marketing campaigns – and start using multichannel campaign management from Experiture to create highly coordinated, connected customer experiences that enhance customer engagement and boost the bottom line.



Integrate SMS and Social Media Marketing Directly Into Campaign Workflows

Reach customers with fully integrated SMS messaging

Send outbound SMS messages to engage targets and deliver messaging, or use inbound SMS keywords to drive responses from marketing channels like direct mail. With Experiture, the power of mobile marketing is a click away.

EXPERITURE'S MOBILE SMS MARKETING FEATURES INCLUDE:

- Fully Integrated Mobile Messaging Tools
- Send Standalone Messages, or Incorporate Them Into Your Workflow
- Opt-in and Opt-out Functionality
- Available Professional Services; Let Our Team of Experts Do It For You
- Full Reporting Available Directly in Experiture

Integrated Social Marketing

WITH INTEGRATED SOCIAL MARKETING, YOU CAN:

- Pull your social fans and followers into your database
- Harvest social media for data
- Extend the reach of your existing marketing efforts
- Integrate social sharing and follows into any marketing program





Want to learn more?
REQUEST A FREE DEMO TODAY!

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