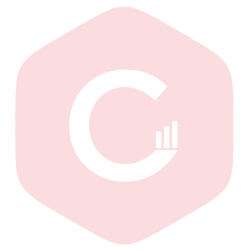


**A leading
Multichannel Marketing
Platform service:
By Comsense**



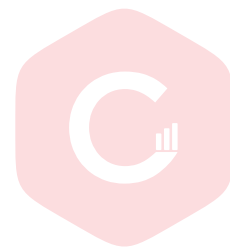


A leading Multichannel Marketing Platform service: By Comsense

Multichannel marketing is the order of the day. There is no doubt that today businesses need to design their marketing programs to use all effective means available to them to reach to the customer and measure the success of their marketing efforts in an integrated manner. However, many people today still consider multichannel marketing as just a simple combination of website, email, mobile, social media, direct media and other marketing services. The reality is far from it. A good multichannel marketing program requires an orchestration between all the available channels to connect with the customer and achieves the results that are exponentially higher as compared to the sum results of all these individual channels combined.

The real magic of multichannel marketing lies in unifying customer data across all channels and using analytics on the gathered data throughout customer journey to enhance the customer interaction experience. This is true for both, B2C and B2B marketing. To provide the true multichannel marketing experience the platform or the marketing team needs to deliver:

- Basic marketing capability such as segmentation, campaign and message creation, campaign workflow and execution.
- Advanced analytics to enable predictive analytics, customer journey analytics, customer profile modeling
- Advanced personalization, content management, event triggering and real time offer management.
- Digital marketing capabilities such programmatic advertising, social marketing, web and email marketing. However, the digital capabilities should include other capabilities such as video, Point of sale integration, Kiosk integration and the Internet of Things. Being able to manage new avenues such as digital signage (digital billboards) makes the solution ready to leverage newer platforms as soon as they are introduced.



Comsense - The leader of the pack.

Comsense's solutions have attracted a broad range of customers from various sectors across the globe. The solutions are based on leading, well recognized products from top vendors in the industry. Comsense's solutions are working successfully in B2B and B2C industries providing excellent ROI to its clients.

Comsense's Multichannel marketing Platform

The key strengths of Comsense's core multichannel marketing platform include:

- Campaign Automation - That works across the channels seamlessly
- Real time personalization - For true one on one interaction with the customer.
- Marketing insights - To understand customer behavior.
- Customer experience analytics -To understand the customer pain points and his preferences.
- Content Hub - To provide most advanced and formats of content across channels.

The platform has a built in AI capability that can sense the sentiment and tone of the campaign messaging. It can also pull the reports and perform various marketing and operational tasks. With established partnerships, the external, third party marketing channels can be quickly integrated with the platform and easily managed. The platform can provide hosted services to offer flexibility to the client for in-house or cloud based solutions. The solution puts the outcome of predictive capabilities directly into the client's hand, giving him real insights. The platform partners continue to invest in partner ecosystem, creating a user behavior exchange and further refine segmentation capabilities. The platform is continuously improved to use predictive insights to provide real time personalization. One of the leading research firm has rated the base platform as very high, amongst industry leaders, on completeness on vision and ability to execute.