



# MARKETING CLOUD Quick Peek





# Build and manage 1-to-1 customer journeys.

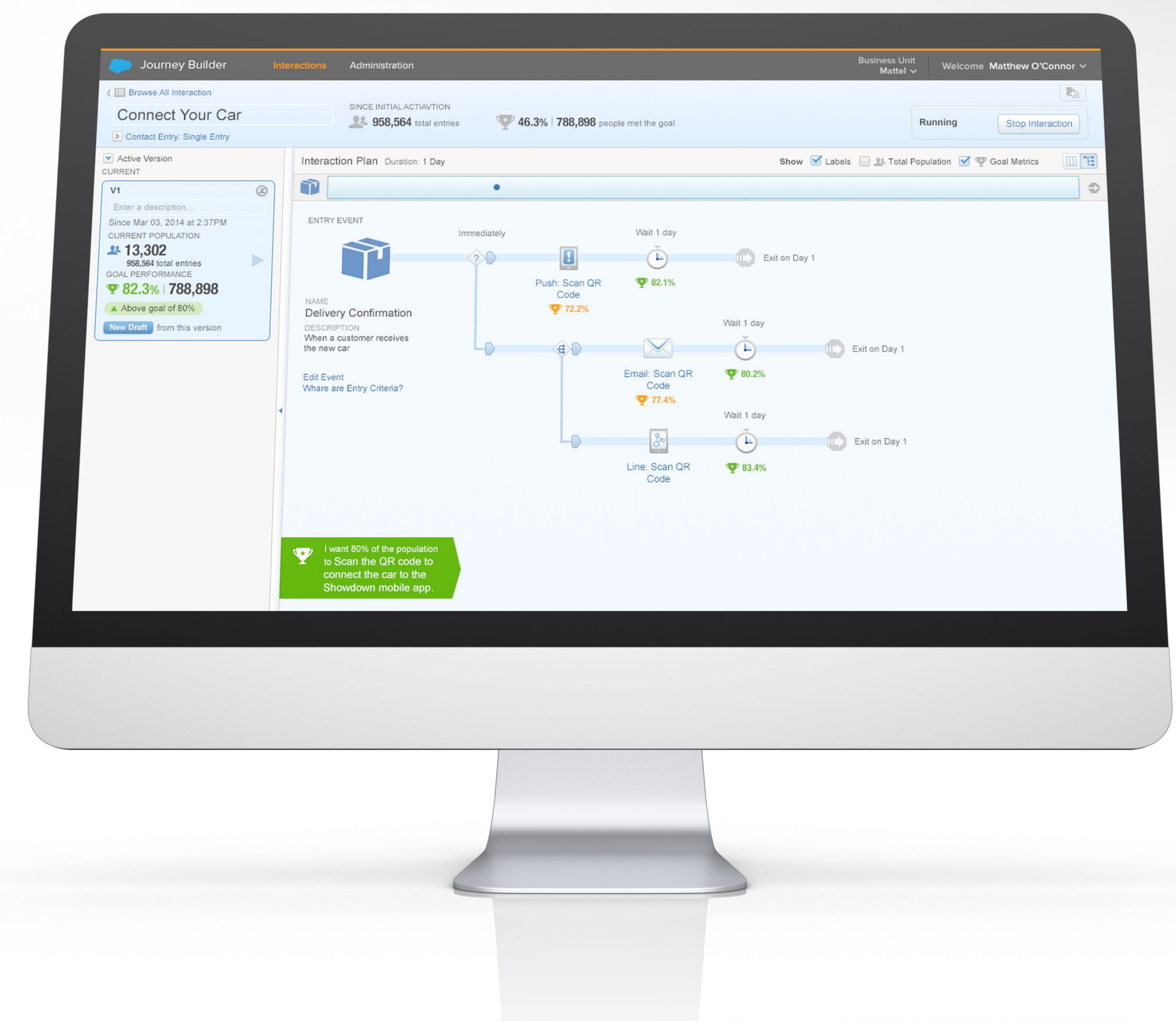
Marketing Cloud is the world's most powerful 1-to-1 digital platform for marketing across email, mobile, social, website experiences, advertising, and connected products. Deliver the right message, to the right person, at the right time – guiding your customers along their journey with your brand every step of the way.

# WHAT'S INSIDE

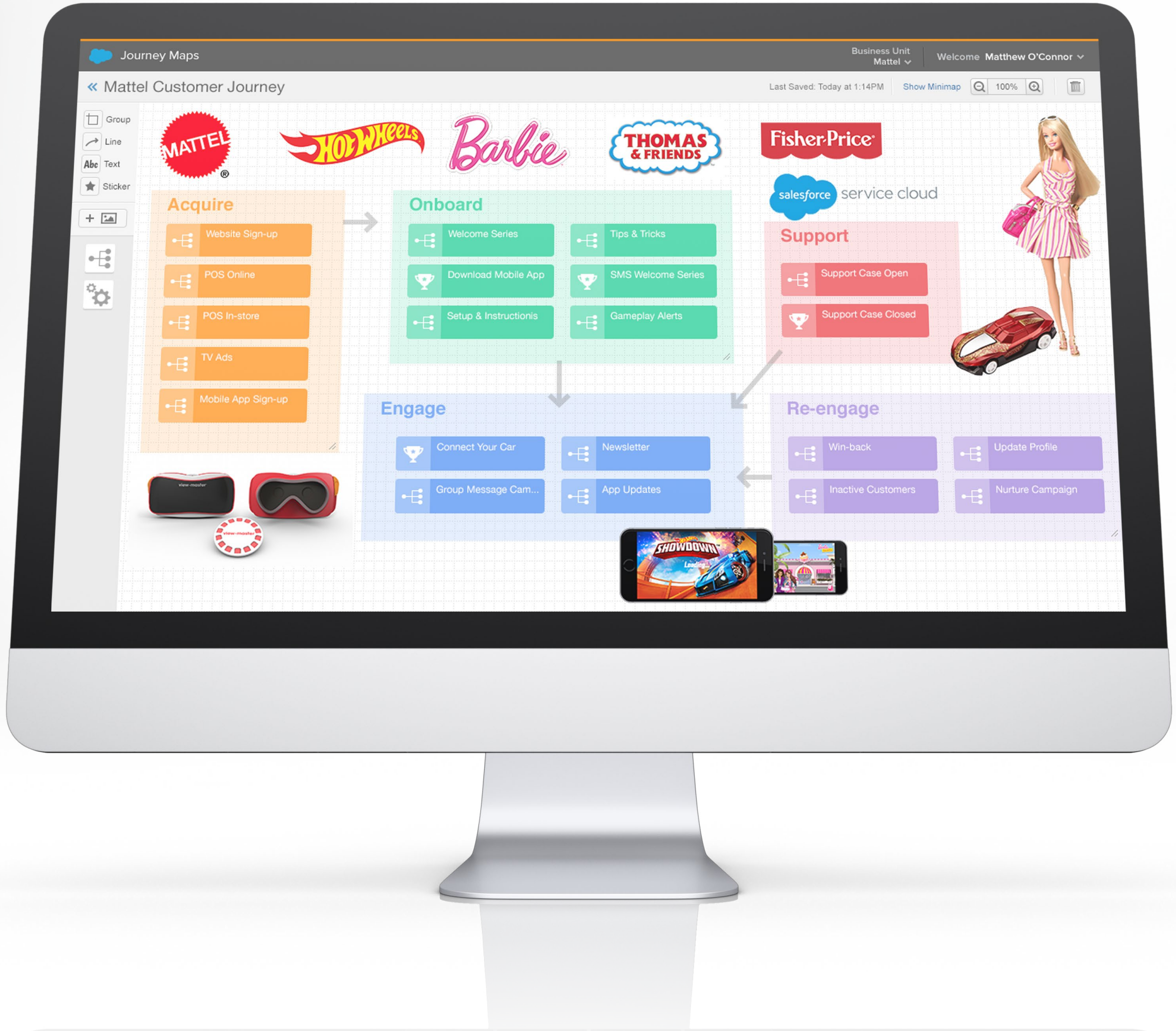
Marketing Cloud unites customer data from sales, service, and marketing and gives you the ability to detect and respond to real-time behaviors at scale. By combining all available data sources into individual contact records that are constantly evolving, it fills the customer engagement tank with the fuel to power highly personalized and relevant 1-to-1 communications across channels and devices.

Regardless of where you are in the customer lifecycle – from acquisition to selling, onboarding, engagement, and advocacy – Marketing Cloud will empower you to deliver the exceptional experiences your customers expect and deserve. To find out how, explore the following pages where you'll find:

- Marketing Cloud features
- Examples of real-world applications
- Insights for numerous industries







# JOURNEY BUILDER

Join your customers on a 1-to-1 experience.

Plan, personalize, and optimize customer interactions across the customer lifecycle. Illustrate each step of the journey, automatically guide customers along their path, and optimize performance with inline metrics and testing. Through an easy-to-use, drag-and-drop interface, manage the experience across online and offline channels.

**Real-world example:** A clothing retailer can provide customers with cohesive, personalized experiences through its mobile app. Based on each customer's profile and history, the retainer can send discount offers for a customer's favorite brands, reminders about items on their wish list, special member-only promotions, and more.



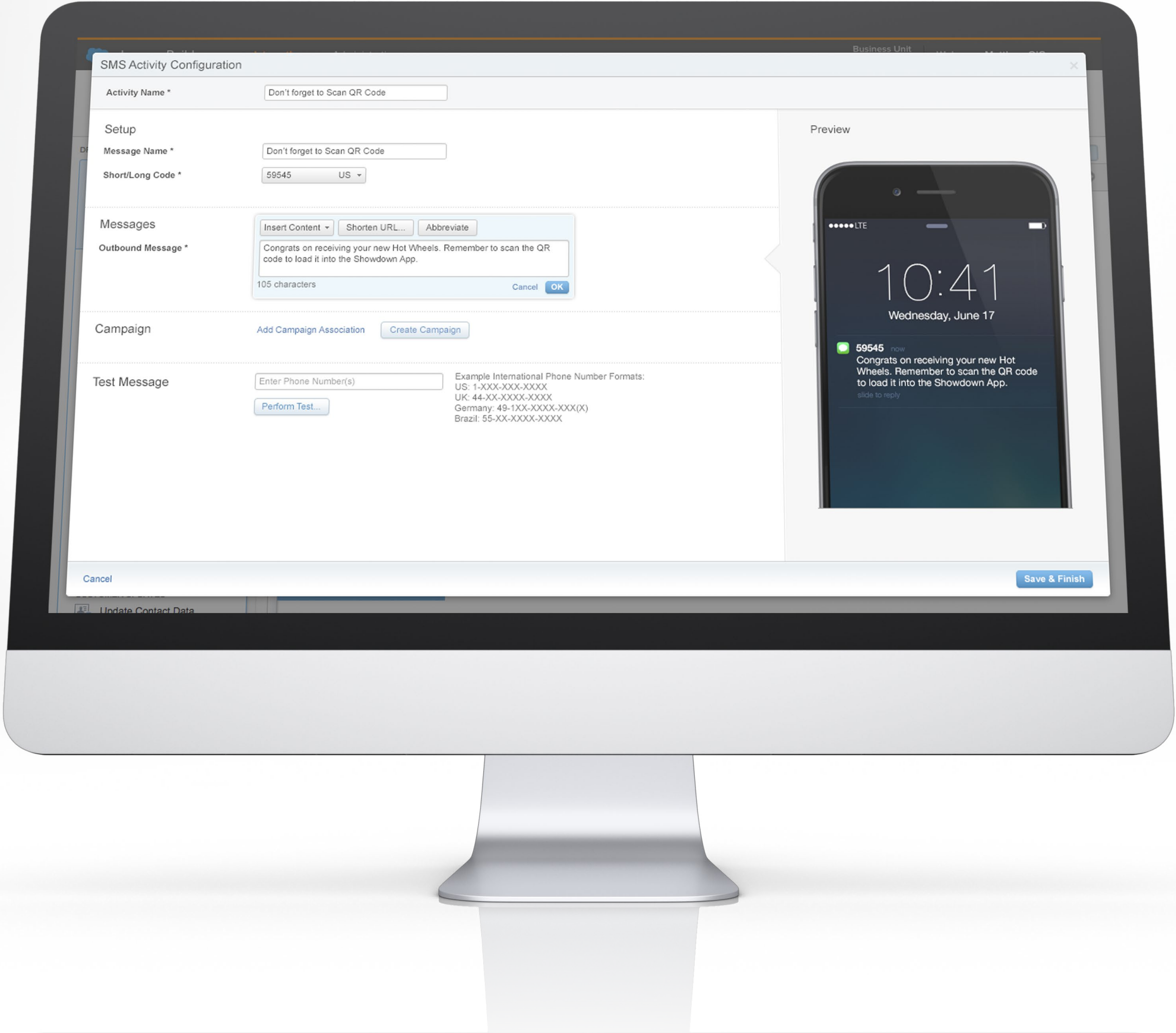


# EMAIL MARKETING

Design, track, and optimize great email campaigns.

Stand out in your customer’s inbox. Reach individual users through hundreds of features, such as easy-to-use creation tools, a drag-and-drop editor, and powerful personalization capabilities, including predictive intelligence. Improve performance and drive business results with tailored, relevant content scalable to any size of email campaign.

**Real-world example:** Hotels can drive loyalty with a series of three welcome emails, including an invitation to their rewards programs, details on their spa services, and promotional offers for weekend activities.



# MOBILE MARKETING

## Connect with your on-the-go customers.

Mobile features connect you with your customers at any place, at any time. Use real-time interactions with in-app push notifications, SMS and MMS messaging, geo-fencing capabilities, and other helpful tools to reach your customers during key moments that matter.

**Real-world example:** Restaurants can send push notifications to app users based on proximity to their nearest store location – alerting them to daily specials, reservation openings, or happy hour promotions.





# SOCIAL MEDIA MARKETING

## Enhance your fans' and followers' experiences.

Build meaningful relationships across all social channels. Collaboratively plan campaigns from one unified view and connect your marketing, service, and sales teams directly to your customers in real time.

**Real-world example:** An airline can use social monitoring to quickly detect, route, and resolve customer service cases that arise. Whether it's providing alternatives to large numbers of passengers facing weather delays, or providing 1-to-1 assistance to a customer at check-in, service teams can respond before their phones start ringing.



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Advertising

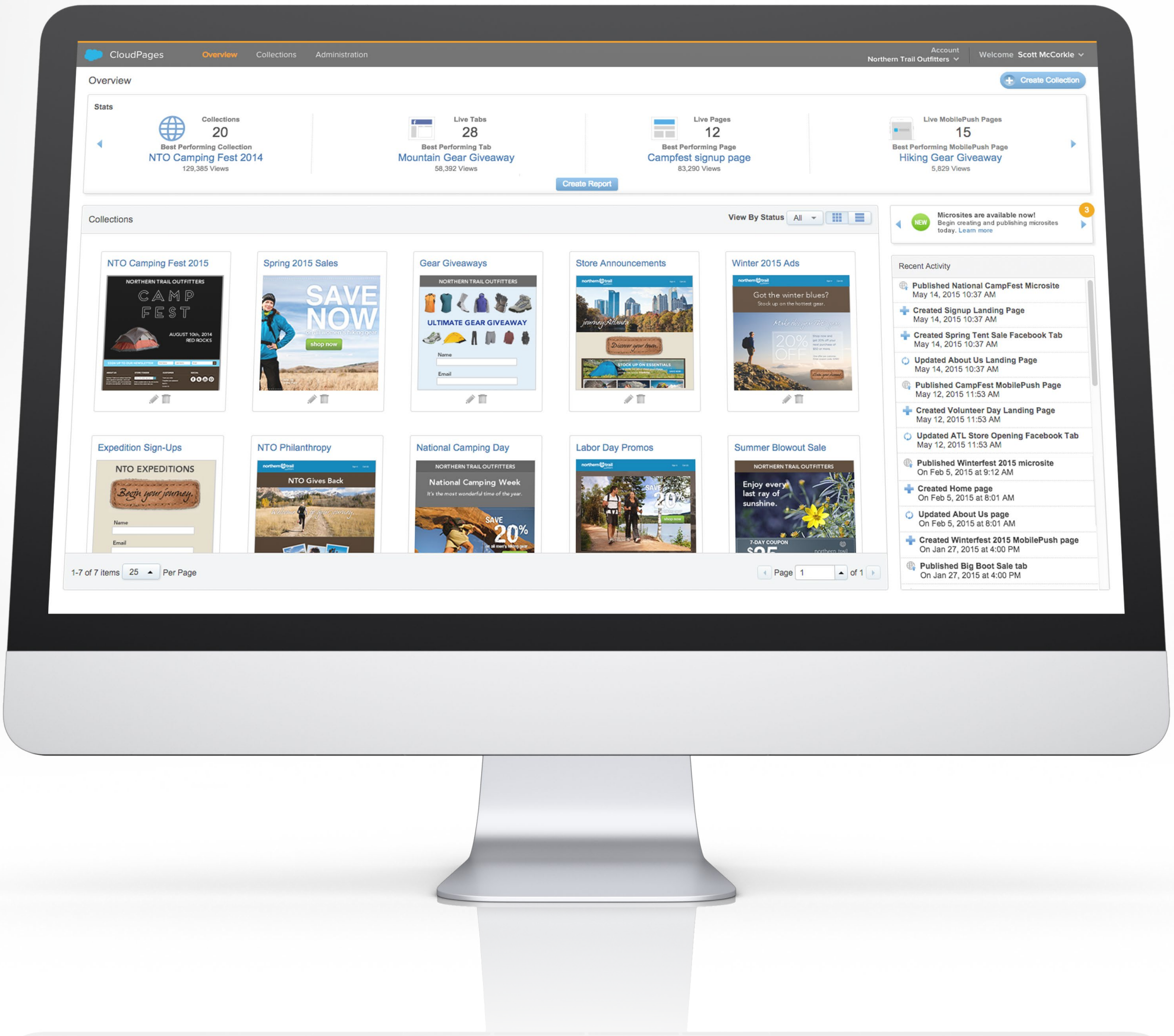
Predictive Intelligence

Content and Messaging

Customer Data Platform

Marketing, Sales, and  
Service Success

Get Started



# WEB MARKETING

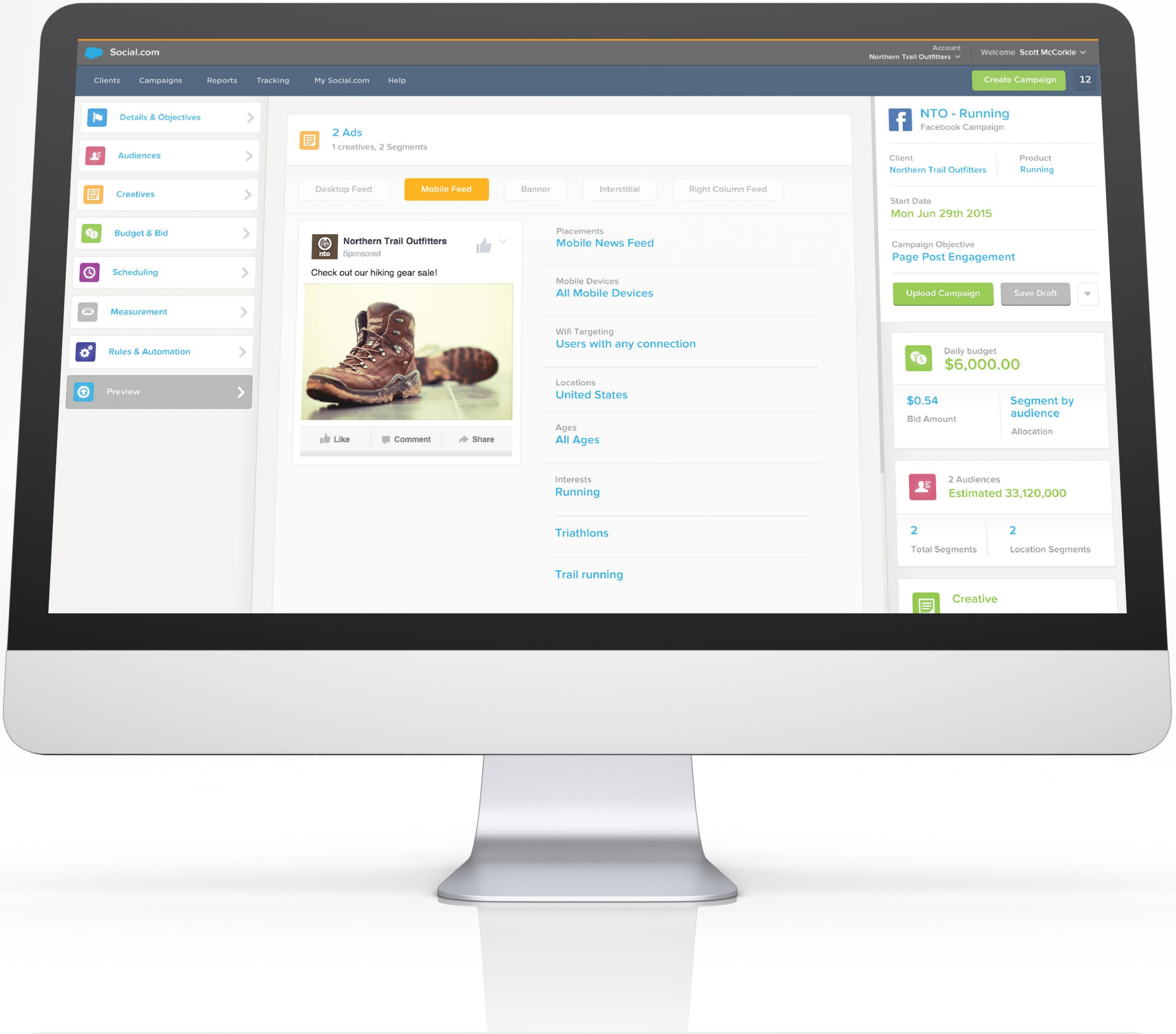
Your website is the face of your company.

Make a good first impression.

Ensure that your website is a dynamic, highly interactive customer experience that seamlessly connects to your other channels. Build customer profiles based on individual user preferences, so you can deliver the most relevant content to each and every customer when they visit your site.

**Real-world example:** A concert venue can track users who visit the upcoming shows page multiple times without buying tickets. The next time a user visits the home page, the concerts they've clicked on most are prominently displayed – automatically.





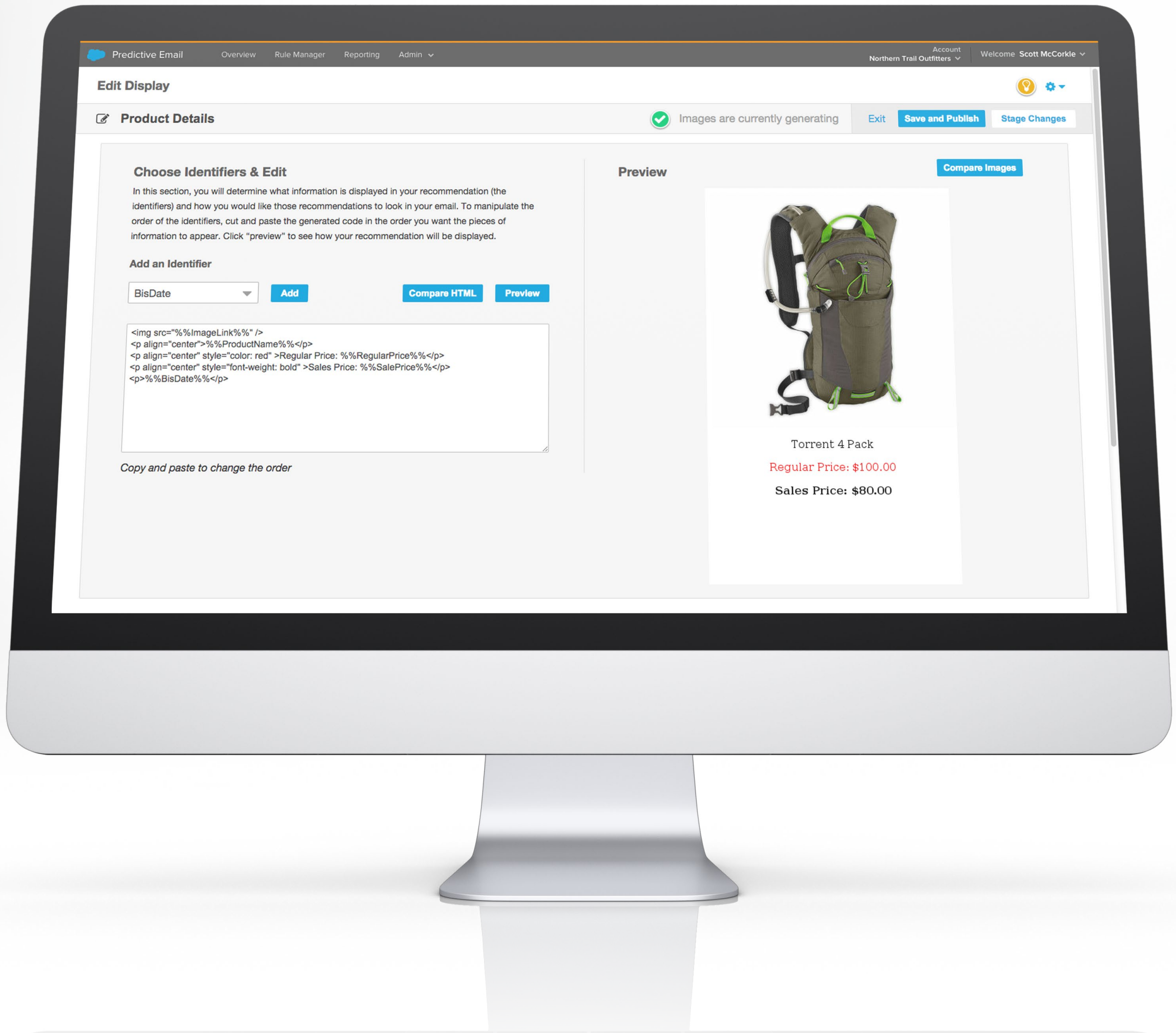
# ADVERTISING

Create new customers with highly targeted messaging.

Marketing Cloud helps you run sophisticated advertising programs easily and at massive scale. Use CRM data to tailor and trigger messaging, and find new customers who are like your best customers. Create and optimize campaigns with one elegant interface across channels, and run your highest-performing ads more often.

**Real-world example:** A large hotel brand can support an ongoing campaign to reach guests in a specific region who share common traits with the hotel’s most-satisfied customers. When guests book, the hotel can trigger ads that reach guests on their mobile devices before, during, and after their stay – to promote cross-sell, upsell, and advocacy.





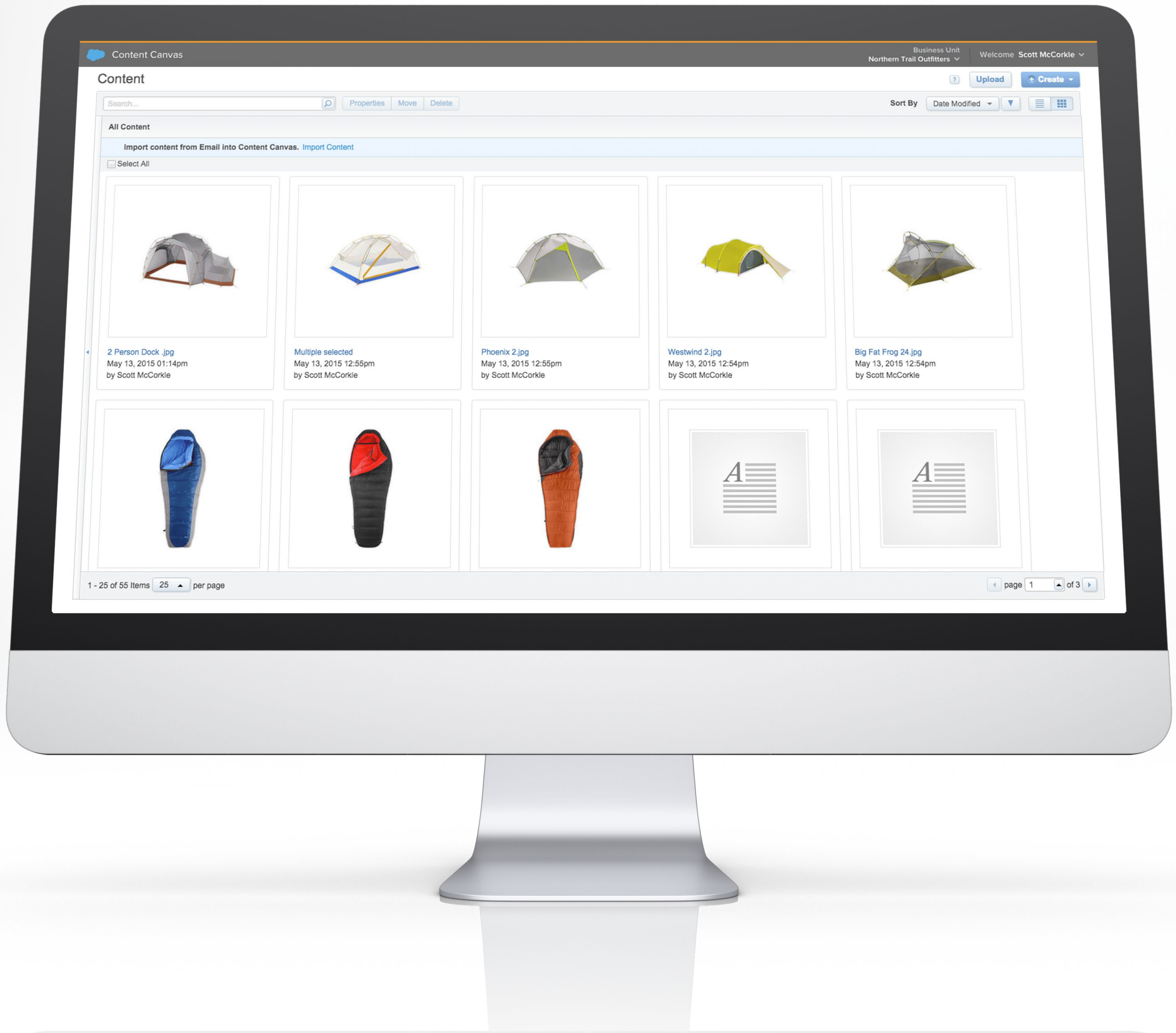
# PREDICTIVE INTELLIGENCE

## Automate decisions based on your data.

Use analytics from Marketing Cloud to create unique user experiences. Predict the best offer, product, or content for each individual customer based on user profile, browsing activity, or number of interactions with your brand across all channels – automatically.

**Real-world example:** An online furniture retailer detects that a customer who previously purchased a couch and dining room set is now viewing cribs and changing tables. The change in behavior triggers emails with promotions for expectant parents.





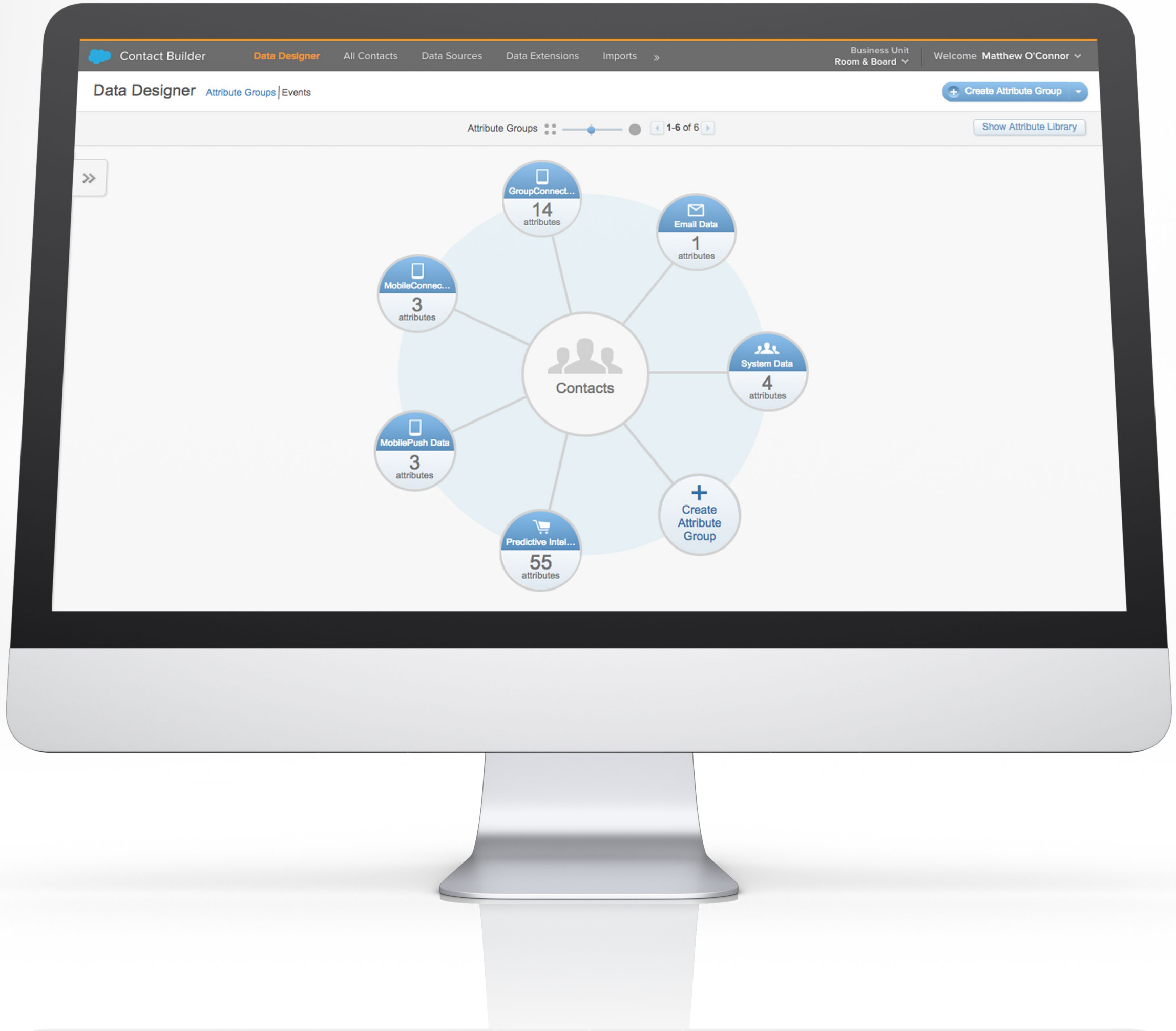
# CONTENT AND MESSAGING

## Be dynamic and relevant. Get noticed.

Marketing Cloud makes creating and sending content easier and more effective than ever. Preserve your brand’s voice while streamlining workflow and approvals across all channels by creating a library for all preapproved images and messages – so anyone on your team can create timely on-brand messaging.

**Real-world example:** An outdoor equipment retailer can quickly create dynamic and attractive emails with a built-in photo editor – promoting a special offer on rain gear for subscribers planning a trip as a large storm approaches their area.





# CUSTOMER DATA PLATFORM

## Really get to know your customer.

Pull data from any source to deliver personalized and relevant content – at any time. Record and store information from website visitors, such as click patterns, answers on customer surveys, popular methods of subscription – even your customers’ birthdays.

**Real-world example:** Travel companies can compile highly targeted user profiles with Marketing Cloud. They can base suggested offers on an individual’s demographic data, home location, travel interests, and purchase history.



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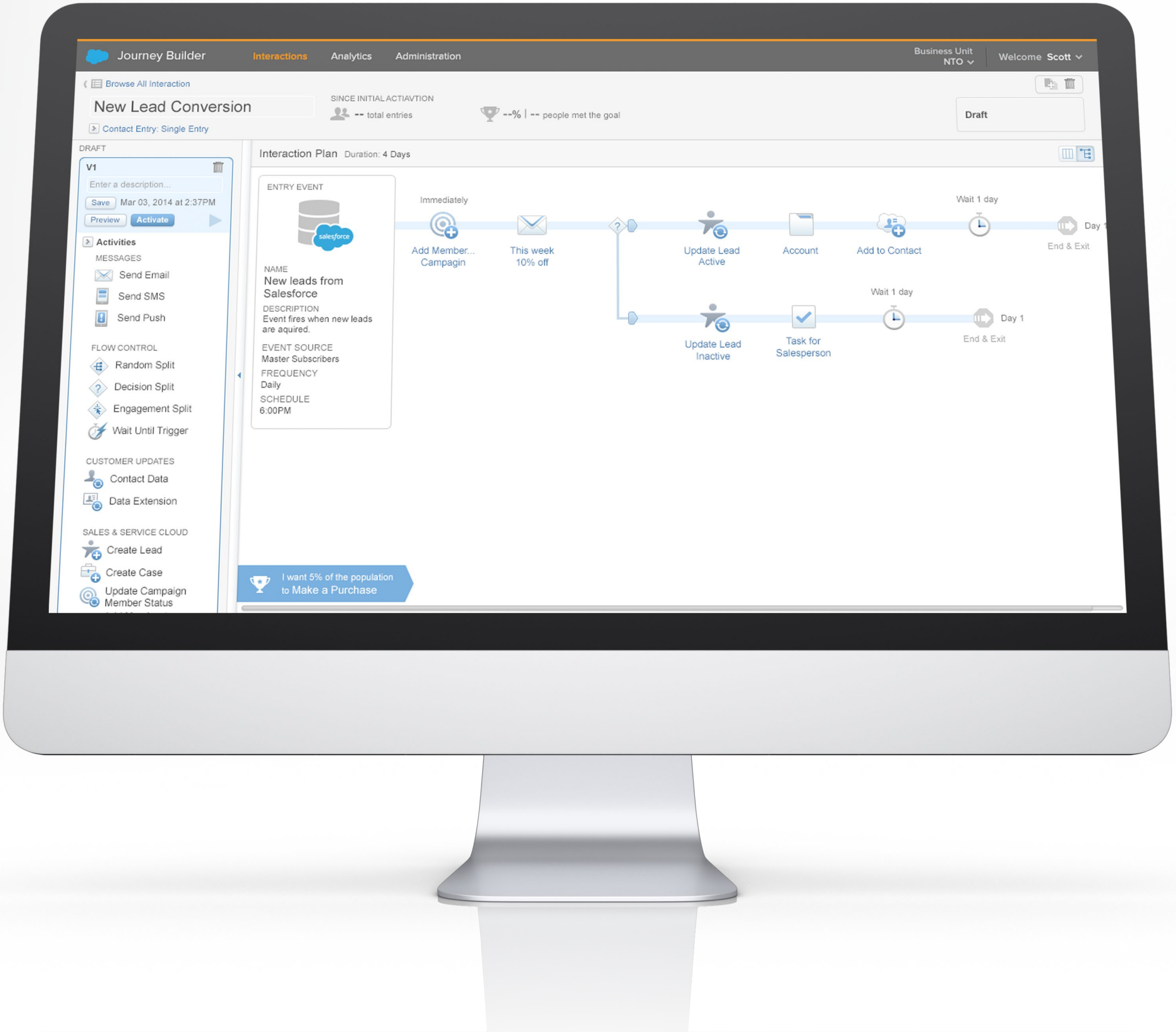
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› Marketing, Sales, and Service Success

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# MARKETING, SALES, AND SERVICE SUCCESS

## Unify your team.

Send emails directly from Sales Cloud with Marketing Cloud integration. Use Social Studio to provide excellent customer service through social media. Measure, analyze, and optimize your campaign from one simple interface – blurring the lines between the sales, service, and marketing departments.

**Real-world example:** A large bank closes a case in Service Cloud, which automatically triggers Marketing Cloud to send a survey. A favorable response to that email triggers a nurture journey. An unfavorable response creates a notice in Sales Cloud for follow-up with a live sales representative – demonstrating the bank’s commitment to the customer.



# Get started.

## Maximize your marketing strategy.

Get the tools you need to create personal marketing campaigns that drive real revenue and increase ROI. See the world's most powerful 1-to-1 platform for customer journeys in action, and transform your customer relationships today.

**WATCH DEMO**

Get inspired and learn more at

[marketingcloud.com](https://marketingcloud.com)

Or, to speak to an expert, call us at 1-866-558-9834.





THE CUSTOMER SUCCESS PLATFORM  
SALES SERVICE MARKETING COMMUNITY ANALYTICS APPS