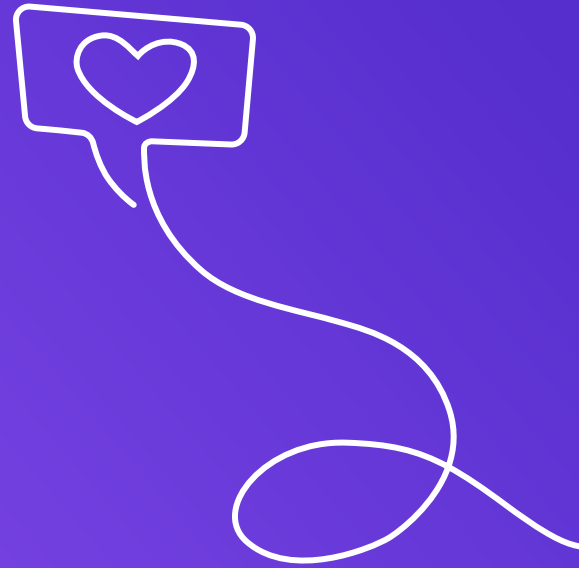# Agillic Customer Marketing Platform

Omnichannel marketing for a holistic and personalised customer experience

agillic

Move closer

Customers increasingly crave relevant and personalised communication at all touchpoints. They want to be seen and addressed as individuals. They want authentic interactions with brands who are willing to treat them as more than just consumers – brands that dare to display human qualities themselves. And they want those brands to get it right, wherever they are talking to them.

To meet this demand, organisations must unlock seamless omnichannel marketing strategies. They need the right technologies to fulfil these strategies.

Personalisation and omnichannel marketing are powerful differentiators when connecting to customers, to make them love your brand and to make them act. Being able to provide a unified experience throughout the customer journey is rewarded with loyal customers, who buy more and who become ambassadors for your brand - a far more effective form of promotion than any campaign you could launch yourself.

We are ready to help you release your omnichannel marketing potential when you are ready to move closer to your customers.

76% expect companies to understand their unique needs and expectations and 70% say a company's understanding of their individual needs influences their loyalty.[1]

Join your customers in the omnichannel world

Omnichannel marketing isn't about pushing the same message through as many channels as possible. Different customers will choose to interact with your brand across different combinations of channels at different times. Not because they are preoccupied with channels, but rather because they are channel-agnostic or channel opportunistic: Whichever channel is most opportune in a given moment is the one they will use.

As a marketer, however, you have to be more deliberate. You must aim to engage with customers through any channel that is appropriate to them in a given situation and in doing so, providing a holistic experience.

As customers move between channels in non-linear paths, the complexity increases. They may start in the physical store, visit the website a couple of times, talk to a chatbot and then finally convert via an ad.

To keep track of the customer and provide a seamless experience throughout the customer journey, you must be able to identify the customer; data must be collected, consolidated and synced up. Regardless of the device or the stage of the customer journey, each interaction and touchpoint must be captured to enrich the conversation. Every further step in the communication must be executed on that basis.
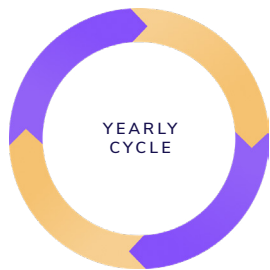
Studies show that the more channels your customers engage with, the more money they are likely to spend on your brand.[2]
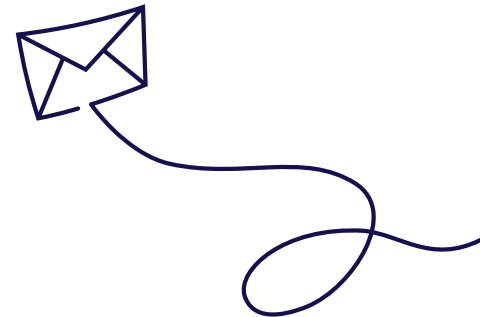
Balance reach and relevance

There's a natural tension between reach and re-levance. Relevant and personalised communica-tion will deliver high conversion rates and value – but it doesn't give you volume. The approach is leaving potentially valuable customers behind as you've not yet identified the right triggers to get the personalised, relevant message to them.
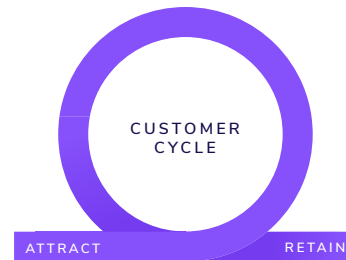
To achieve volume, you have to balance your programme with a certain level of mass com-munication, unlocking reach - even if it's at the cost of relevance.

Gradually the balance between data-driven (personalised) communications and campaign-driven (mass) communications will shift more and more toward the higher value, more per-sonalised messages as the quality and depth of your customer data increases. In other words, the growth in data-driven relevance becomes a continually improving asset.

Campaigns and customer lifecycle communications supplement each other
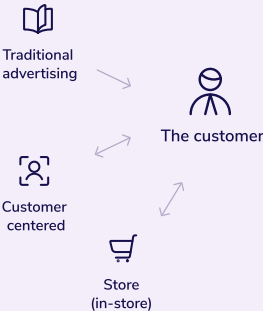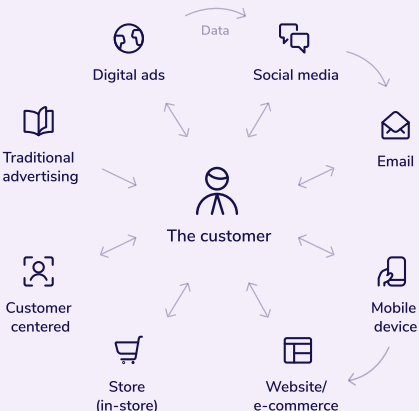
YEARLY
CYCLE

CUSTOMER
CYCLE

ATTRACT   RETAIN

CAMPAIGN DRIVEN

DATA DRIVEN

From single to omnichannel marketing[3]

SINGLE CHANNEL

Traditional advertising

The customer

Customer centered

Store (in-store)

MULTICHANNEL

Data

Digital ads

Social media

Traditional advertising

Email

The customer

Customer centered

Mobile device

Store (in-store)

Website/ e-commerce

CROSS-CHANNEL

Digital ads

Social media

Traditional advertising

Email

The customer

Customer centered

Mobile device

Store (in-store)

Website/ e-commerce

OMNICHANNEL

Data

Digital ads

Social media

Traditional advertising

Email

The customer

Customer centered

Mobile device

Store (in-store)

Website/ e-commerce

Let us help you connect with your customers

At Agillic, we live and breathe to empower marketers to win and retain customers through creative, personalised and data-driven communication. We are marketers ourselves, with in-depth domain knowledge within the MarTech space.

The Agillic Customer Marketing Platform is evolving as the digital marketing landscape is continuously rewired. We are always optimising, adding powerful features to keep our clients at the frontline. At the core of everything we do is a dedication to helping brands connect with customers with communication that matters.

From a single interface, you can:

- Build your data model on a fully flexible data structure, creating the ideal foundation for all your communication
- Obtain a 360° view of the customer to ensure consistency across all channels
- Create personalised communication to boost engagement through relevance
- Execute across inbound and outbound channels, such as email, SMS, app, and web
- Achieve hyper-personalisation using AI
- Unlock personalisation in paid media with your 1st party data to create a significant boost in return on (advertising) investment
- Free up valuable, scarce resource in your marke-
  ting organisation through automated flows that also optimise the timing of your communication
- Achieve scale

Success with omnichannel marketing is best achieved in a customer–centric organisation.

Take customers by the hand all along the customer journey

There is a multitude of possible customer journeys you can tap into. Rather than launching generic customer journeys based on a campaign mindset that follows the product or the brand cycle, create journeys based on your individual customers' lifecycle, their needs and potentials and enable the journeys when it is relevant for the customer.

Agillic provides an idea catalogue where you can delve into a series of customer journeys matching your business. Deploy select life cycle and triggered flows, add your content, launch communication across channels, and reap the benefits: increased conversion rates, greater customer value, higher loyalty and more.

AI finds the opportune moments in time

Data can offer powerful signals about your customers' needs. By deploying AI in Agillic, you can gain insight into your customers on a granular 1:1 level, and let the AI help define timing, channel, as well as content, based on subtle patterns.

We make data actionable

Data is playing a pivotal role in successful omnichannel execution. To understand your customers and be able to move closer to them through communication, you need to explore – and be in control of – your data. For effective execution, a single view of the customer is essential, whatever the data source.

The data model is the backbone for your ability to create high levels of personalisation. Agillic's flexible and operational data model is directly connected to execution.

About the Agillic Customer Marketing Platform

Customer-centric data structure

Let your business objectives be deciding factors when designing the data model. Agillic's flexible data structure enables a 360° view of the customer and is directly connected to execution.

Omnichannel execution

Designed to facilitate smooth content creation and seamless omnichannel execution, with Agillic, you are all set to provide a holistic customer experience regardless of the touchpoint.

Relevance and reach in paid media

With Agillic's integration to the Google, Adform and Facebook ecosystems, you can increase the efficiency of your ad spend. Combine relevance and reach by combining both 1st party and 3rd party data.

AI for enhanced personalisation

Use AI to drive more value of your data and amplify your communication impact by anticipating your customers' needs and offer more of what matters to your customers.

The Agillic user experience

We are continually implementing optimised designs and features that will enable you to work more intuitively and efficiently to accelerate your workflow.

Configuration and optimisation support

Tap into Agillic's comprehensive knowledge base to find guidance on how to use the platform. Or reach out to our support team, who is always ready to help.
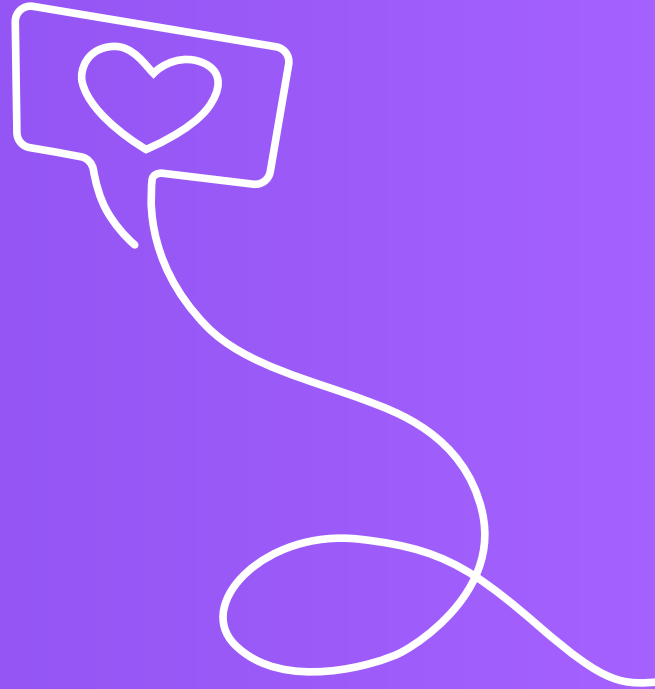
What our clients say

DANISH RED CROSS

"Agillic supports our strategic objective of creating loyalty – and on an operational level, the platform enables us to be more efficient in our daily work".

Charlotte A. Christensen
Head of Individual Giving, Fundraising
and Marketing, Danish Red Cross

storytel

"Through Agillic, we reach our customers in multiple channels with personalised and data-driven communication, and it makes all the difference. Using Agillic helps us reach our goal of global expansion".

Malin Rosdahl,
Global CRM Manager Storytel

miinto
FIND YOURSELF

*"I haven't seen any tools that can deliver the quality and user-friendliness which Agillic provides".*

Malthe Cederborg,
CMO of Miinto

Let's get in touch

You are more than welcome to reach out to us if you would like to learn more about how we can help your business grow through personalised omnichannel marketing.

Give us a call, send an email or stop by our office for a cup of coffee.
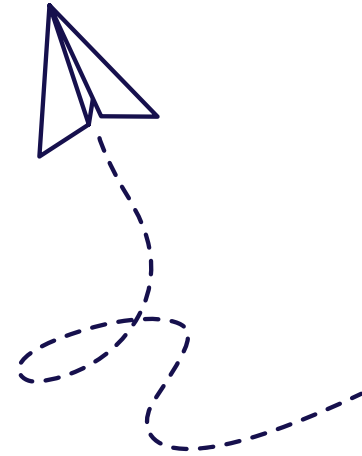
Copenhagen	+ 45 27255076	London	+ 44 7739 712 897
Sweden	+ 46 706 838 303	Switzerland	+ 41 79 960 7347

[1] Salesforce, State of the Connected Customer
[2] Harvard Business Review, A study of 46.000 Shoppers Shows That Omnichannel Retailing Works, January 03, 2017
[3] "Make it all about me", by R. Houlind & C. Shearer, LID Publishing

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About Agillic

Agillic is a Nordic software company enabling marketers to maximise the use of data and translate it into relevantand personalised communication, establishing strong relations between people and brands. Our customer marketing platform uses AI to enhance the business value of customer communication. By combining data-driven customer insights with the ability to execute personalised communication, we provide our clients with a head start in the battle of winning markets and customers.

www.agillic.com