Related Marketing Cloud (RMC)

All in One Customer Data Platform & Marketing Automation Software

related
marketing cloud

WHAT'S RMC?

WEB · SMS · PUSH · E-MAIL · ADS

PRODUCT RECOMMENDATION · REAL TIME TARGETING · SEGMENTATION

CUSTOMER DATA PLATFORM

The unified platform to attract, engage, convert, retain and care for customers

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RMC MODULES

CUSTOMER DATA PLATFORM
Connect all your touch points to achieve a single view of customers
· Data consolidation · Persona & RFM · Behavioral & cross channel segmentation · Facebook & Google custom audiences

E-MAIL MARKETING
Manage all your bulk and personalised email marketing from a single platform
· Advanced bulk email sending · A/B Testing · Enhanced performance reports

MOBILE MARKETING
Target audience by smart phones, tablets, or other mobile devices
· Short Message Service (SMS) · Mobile push notifications · Location based targeting with Geofence

WEB TARGETING
Create personalised experience for website visitors
· Personalized web pop-ups · Targeted banners · Targeted web push notifications

PRODUCT RECOMMENDATION
Use the power of AI to create personalised product recommendations
· Personalized product recommendations e-mail · Product recommendations on web

CUSTOMER JOURNEY MANAGER
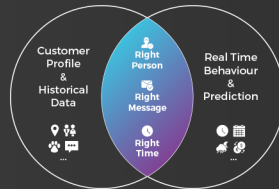*Drag and drop marketing automation solution to design complex lifecycle campaigns*
· Visual journeys for multichannel communication · Intelligent cross channel automation engine · Create journeys for Facebook and Google Ads
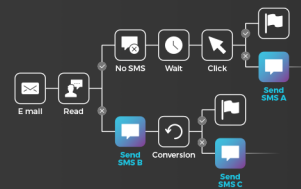

RMC METHODOLOGY

UNIFY & SEGMENT
Collect and unify customer data, break down data silos and create actionable profiles for your customers on all channels.

PERSONALIZE
Customer Profile & Historical Data · Right Person · Right Message · Right Time · Real Time Behaviour & Prediction

Personalize, optimize and synchronize content based on real-time & historical behavior, customer data and preferences.

AUTOMATE
E mail · Read · No SMS · Wait · Click · Send SMS A · Send SMS B · Conversion · Send SMS C

Deliver automated, 1:1 messages across all your channels. Including e-mail, mobile, social, web, Facebook, Google ADs.

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MODULE	SUBMODULE	DESCRIPTION
CDP	Customer Data Platform	Collect and unify data from all possible sources to build a persistent single customer view along with segments to understand your customers and discover hidden patterns in behaviors. Easily accessible data enables you to take actions through any other systems such as ESP, call center, and even Facebook for 1:1 personalized communications
Customer Journey Manager	Customer Journey Manager	Create automated omnichannel workflows by using segments built by CDP to communicate through email, SMS, web and mobile push, Facebook, Instagram and even Google ADs to run ongoing personalized campaigns for each segmented audience
E-Mail Marketing	E-Mail Marketing	Fully fledged email marketing solution that is capable of sending 1M+/hour with advanced features including A/B testing, self service HTML editor, spam check and deliverability services
Mobile Marketing	Mobile Push	Keep customers engaged on mobile devices with communicating personalized mobile push notifications
	Geofencing	Trigger location based mobile push notifications who enters to, leaves or dwells at specific places that you define on map
	SMS Marketing	Send 1:1 personalized text messages worldwide as part of your marketing automation campaigns
Product Recommendation	Product Reco on E-Mail	Engage customers with advanced analytical insights to generate email that fits the taste of your customers with set of best practices of automated scenarios such as cart abandoners, replenishment, discounted products, and new arrivals and many more...
	Product Reco on Web	Engage customers immediately with content tailored to their interests with generating widgets on your website by using customer behaviors to autonomously optimize individual content and product views for every visitor, every time for whole website such as on homepage, onsite search and even in cart and checkout with various heuristic alternative and most important products and categories
Web Targeting	Web Push	Send direct personalized messages to your visitors' browsers, even when they are not present on your website
	On Site Targeting	Trigger rule or behavior based pop-ups and prioritize on your website for each visitor, every time such as non-member browsers, cart abandoners, exit intents and many more...

Start providing an excellent customer experience with
Related Marketing Cloud (RMC) today!

With more than **16 years of experience** in marketing technologies and services, Related Marketing Cloud has become one of the few companies that can offer **omni-channel marketing automation** on a single platform. We are proud to provide services for the following major companies:

ESTĒE LAUDER   CLINIQUE   JO MALONE LONDON   THE BODY SHOP   VICTORIA'S SECRET

BOBBI BROWN   ORIGINS   BBVA   MAMA SHELTER   ebay   carter's

Crate&Barrel   SIEMENS   AVEDA   Tefal   IKEA

SunExpress   PEGASUS   GAP   VIVENSE home & living   MUDO

Request a free trial to better understand how we can help you maximize your customer experience: **www.relateddigital.com**