Related Marketing Cloud (RMC)

All in One
Customer Data Platform &
Marketing Automation Software

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WHAT'S RMC?

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

WEB

SMS

PRODUCT RECOMMENDATION

CUSTOMER DATA PLATFORM

SEGMENTATION

REAL TIME TARGETING

ADS

PUSH

E-MAIL

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Get in touch with us today for your free trial:
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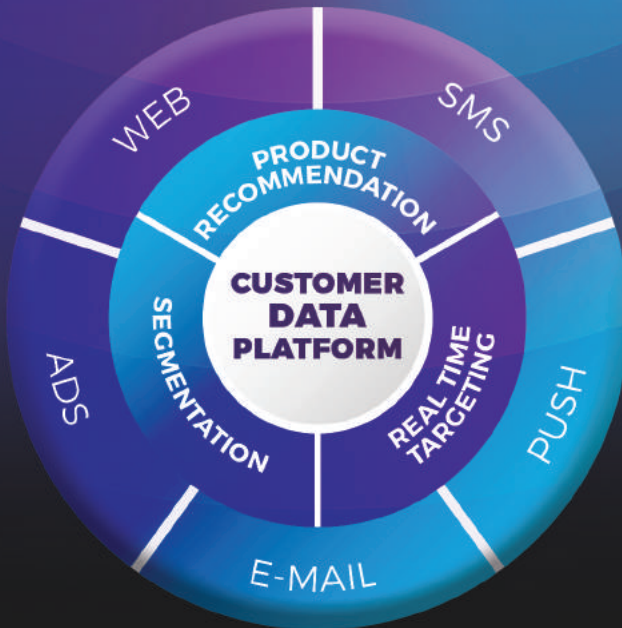
RMC MODULES

CUSTOMER DATA PLATFORM

Connect all your touch points to achieve a single view of customers

· Data consolidation
· Persona & RFM
· Behavioral & cross channel segmentation

E-MAIL MARKETING

Manage all your bulk and personalised email marketing from a single platform

· Advanced bulk email sending including 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 PLAYBOOKS

RMC includes an extensive library of playbooks to execute revelant, personalized and automated cross channel campaigns to reach customers at every stages of their buying lifecycle.

Meet our most popular playbooks to kick-start your marketing automation and increase revenue at day one.

	Category	Playbook	Description
C O N V E R T	Product Recommendation	**Daily** (Abandoned Browsing)	Send email to customers who left your website without purchasing, including recommended products per visitors
	Product Recommendation	**Alternative Products**	A widget for your product detail page that shows alternative products that are related to viewed products
	Segment	**Non-shopping Browsers**	Customers who visit often but never purchased
	Real Time Targeting	**Basket Exit Intent Pop-up**	Shows pop-ups to customers who has multiple products in cart and about to leave the site without purchasing
	Real Time Targeting	**Automatic Banner Order**	Orders banners on main page based on their CTR or Conversion Rate

Category	Playbook	Description
Product Recommendation	**Favourite Category Top Sellers**	Send email to customers that contains the most popular products from their favourite brands
Product Recommendation	**Cross Sell Products**	A widget for your check out page that shows the frequently bought together items that are related to purchased product(s)
Segment	**Non-mobile / Desktop Users**	Customers who visited your website but has NOT used the Mobile App
Segment	**X Category Lovers**	Customers who viewed more than 30 products in a single category
Real Time Targeting	**2nd Puchase Pop-up with Promocode**	Shows promotion code to customers who has purchased once to encourage repeat purchase

G R O W

Category	Playbook	Description
Product Recommendation	**Churn Customers**	Send email to customers who has NOT visited your website for a specific amount of time which contains the most popular products from the last viewed categories
Segment	**Revenue Generators**	Customers who has been a frequent shopper in the last 12 months but has not purchased in the last month
Segment	**Champions**	Customers who has a RFM score higher than 12
Segment	**Crazy Shoppers**	Customers who purchase more than one product at once
Real Time Targeting	**Birthday Pop-up**	Shows happy birthday pop-ups to customers when arriving your website on their birthday

R E T A I N

Contact us for more playbooks regarding your industry!

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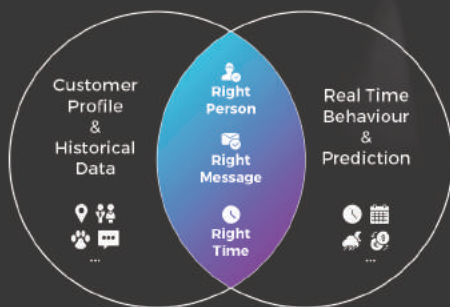marketing cloud

RMC METHODOLOGY

UNIFY & SEGMENT

Collect and unify customer data, break down data silos and create actionable profiles for your customers on all channels
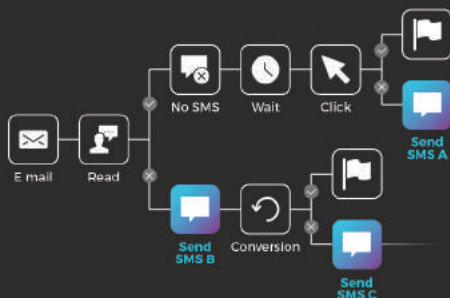
PERSONALIZE

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

AUTOMATE

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

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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:
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