

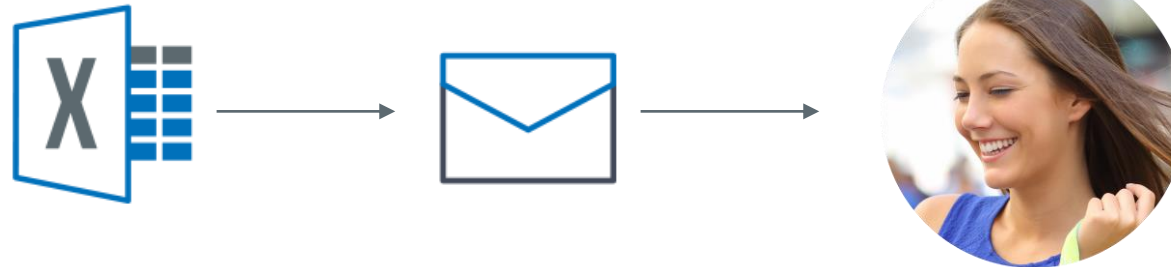
# ***There is a strong correlation***

*between your ability to  
interest this woman  
and your turnover.*

**Angela**

31 y/o  
Secretary  
Sporty

***Until  
a few  
years ago,***  
*a simple **email address**  
would have been enough.*



Today, we are  
in the **big data** era

***and everything  
has changed.***



#1

# ***Angela has little time.***

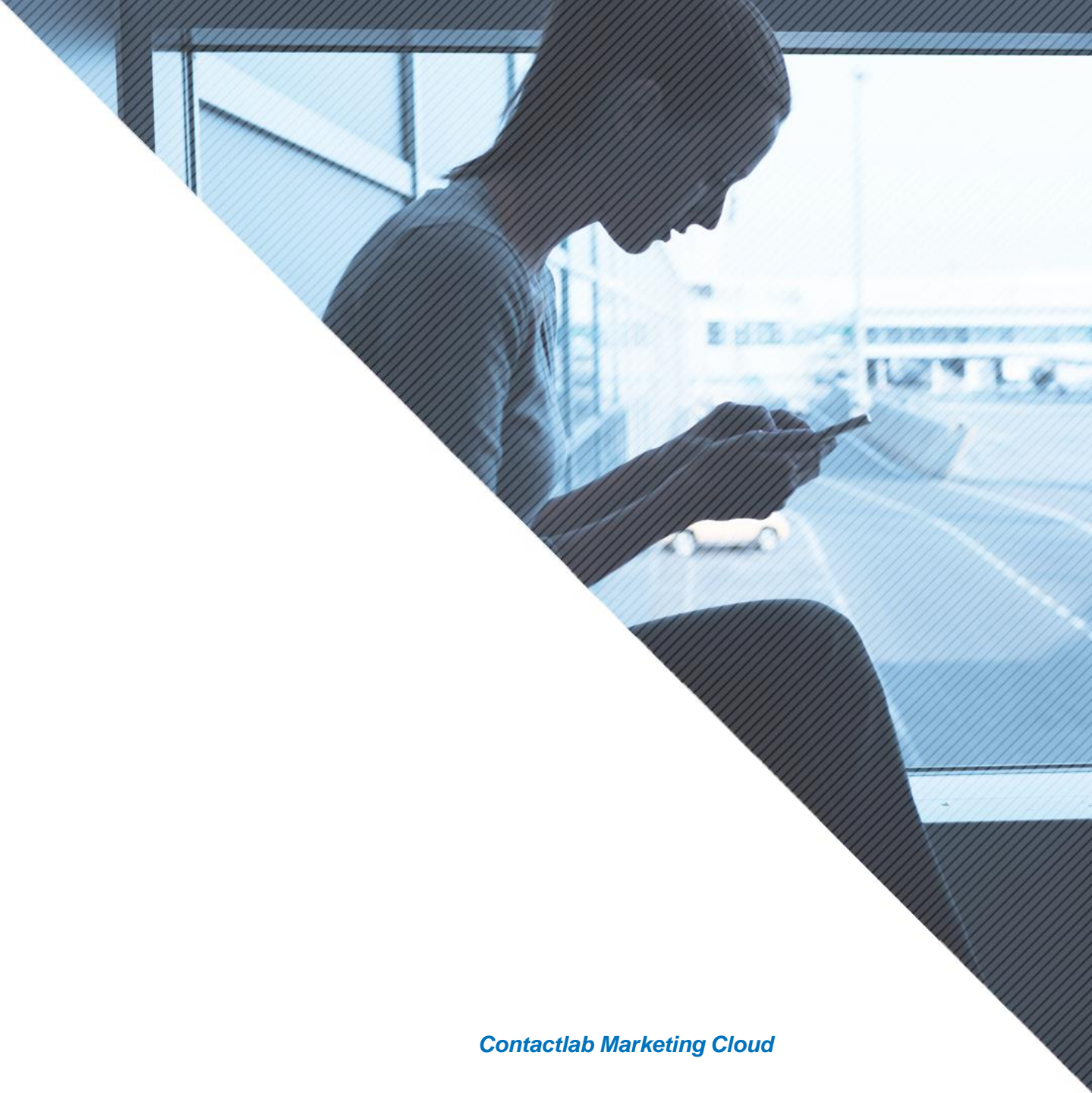
*You must reach her with the  
first attempt, using stimulating  
messages that do not fall short  
of expectations.*



#2

## ***Angela is not only active through email.***

*She accesses multiple channels  
in parallel, using different  
devices, at any time of day.*



#3

# ***Angela generates volumes of data***

*and information that you **need to know, analyze and manage**, to drive your marketing strategies.*

# ***How do you speak to Angela***

*in the **right** way, on the **right** device and  
at the **right** time?*

*You can no longer  
do it without  
**personal communications**  
that are in real time  
and **AI-driven**.*

*Today, you can increase  
the value of your contacts.  
**Thanks to a new  
kind of intelligence.***



**Contactlab Marketing Cloud**



# Contactlab Marketing Cloud

*Engagement Intelligence with a human touch*

*The cloud platform that helps improve the quality of customer interactions, enhancing their value and increasing revenue.*





*Thanks to*

# **Contactlab Marketing Cloud**

.....  
**KNOW YOUR  
CONTACTS  
BETTER**

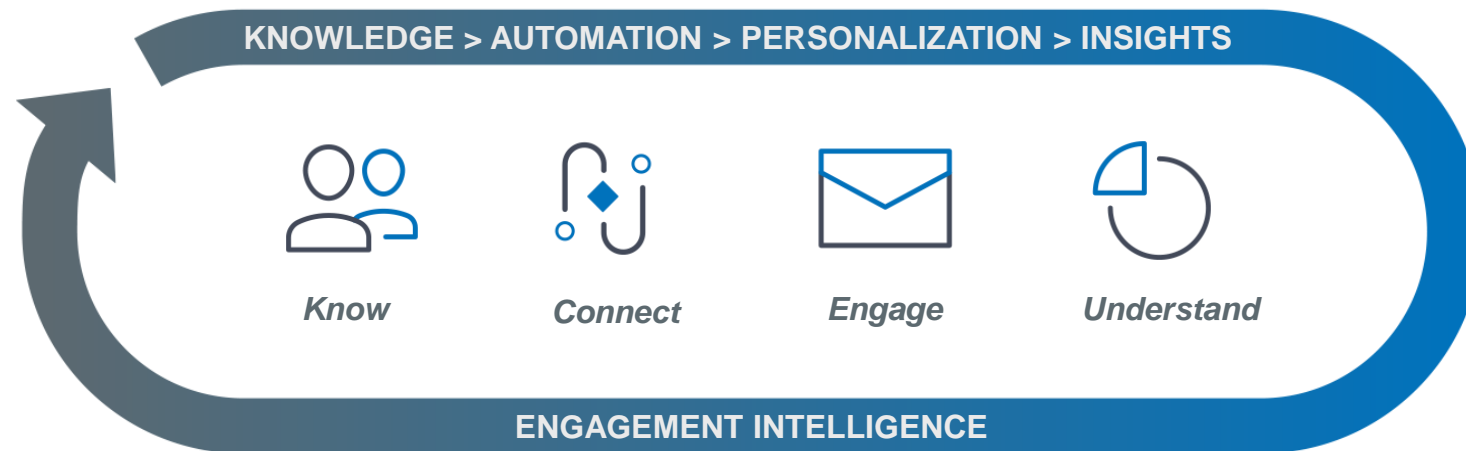
.....  
**INTERACT  
ANYWHERE  
ANYTIME**

.....  
**COMMUNICATE  
THE MOST  
EFFECTIVE  
MESSAGE**

.....  
**INCREASE  
CUSTOMER  
VALUE**

# *From contact to customer in four steps.*

**Contactlab Marketing Cloud** supports you in every phase of the contact lifecycle, helping you transform prospects into customers, increase their value and reduce churn.





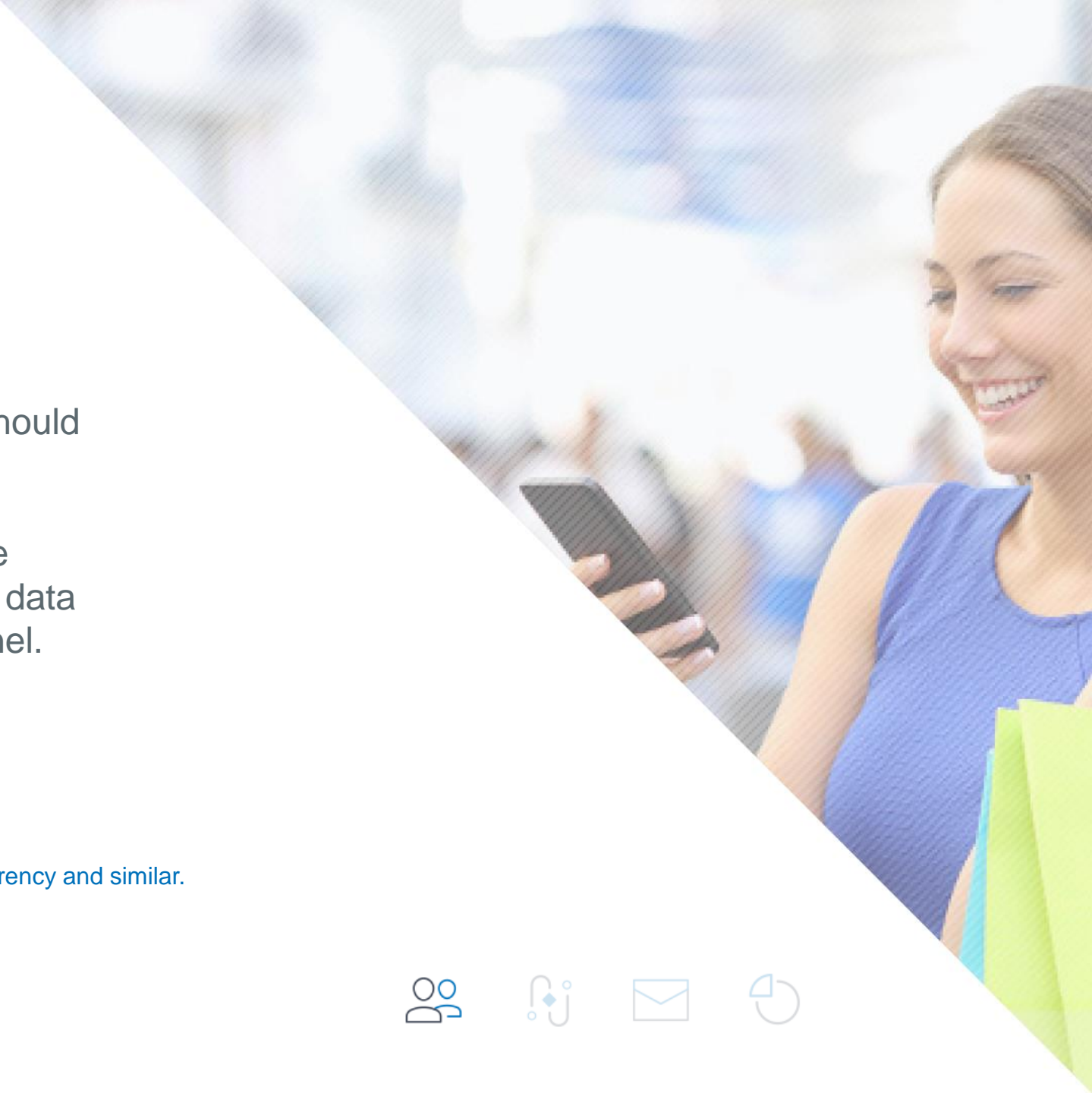
## ***Know***

To know and track each contact's history, data collection, analysis and enrichment should be integrated and immediately actionable.

We help create a unique and unified profile for each contact, acquiring and correlating data from every interaction, whatever the channel.

### **+ KNOWLEDGE**

- Collect data from digital and non-digital channels.
- Algorithms to predict behavioral patterns.
- Context-based data enrichment, using geographic factors, currency and similar.
- Real-time segmentation.





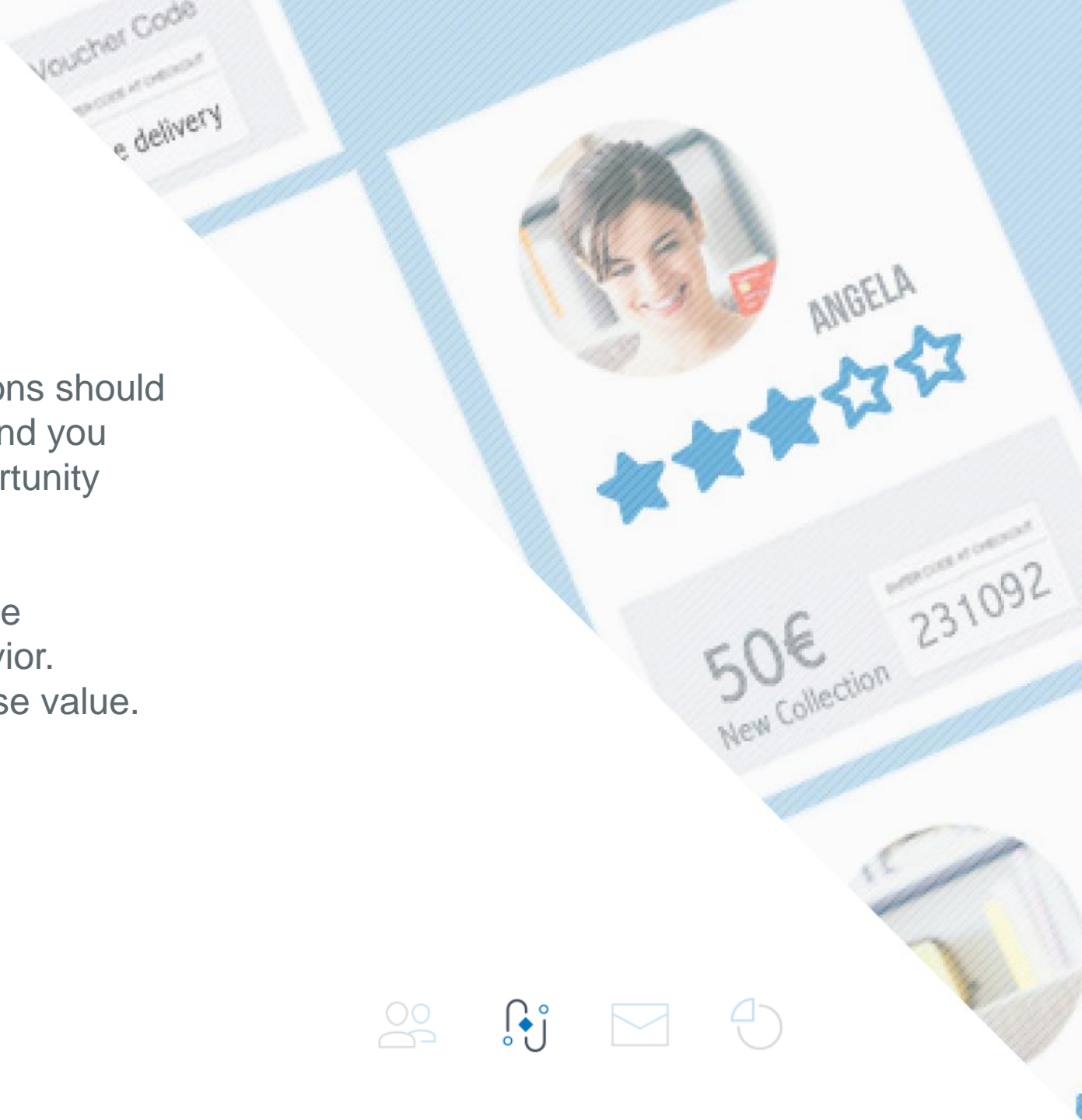
## Connect

To truly connect with your contacts, interactions should be based on their habits and expectations, and you need to be ready, whenever a dialogue opportunity arises.

We help you realize your strategies, automate campaigns and swiftly react to contact behavior. Every interaction can help create and increase value.

### + **AUTOMATION**

- Automate multichannel journeys.
- React in real-time to contact behavior.
- Activate the most effective channel, at exactly the right time.





## ***Engage***

To engage your contacts and transform them into customers, you need to communicate in a personalized and consistent way, through different channels.

We help you select contents according to each individual profile and translate them into real conversations, which can then be converted into long-term, one-to-one dialogs with your sales associates.

### **+ PERSONALIZATION**

- Personal communications based on recommendation systems.
- Enhancement of assets such as product catalogs, news, social feeds and similar.
- Context-based data, such as geographic factors, currency and similar.
- Multichannel one-to-one dialogs.





## ***Understand***

To understand the effectiveness of your strategies and constantly check the value that you are generating, you must always monitor your KPIs.

We help you analyze activity results, understand their revenue impact and benchmark them against your industry sector. Data speaks, and we support you in understanding its language.

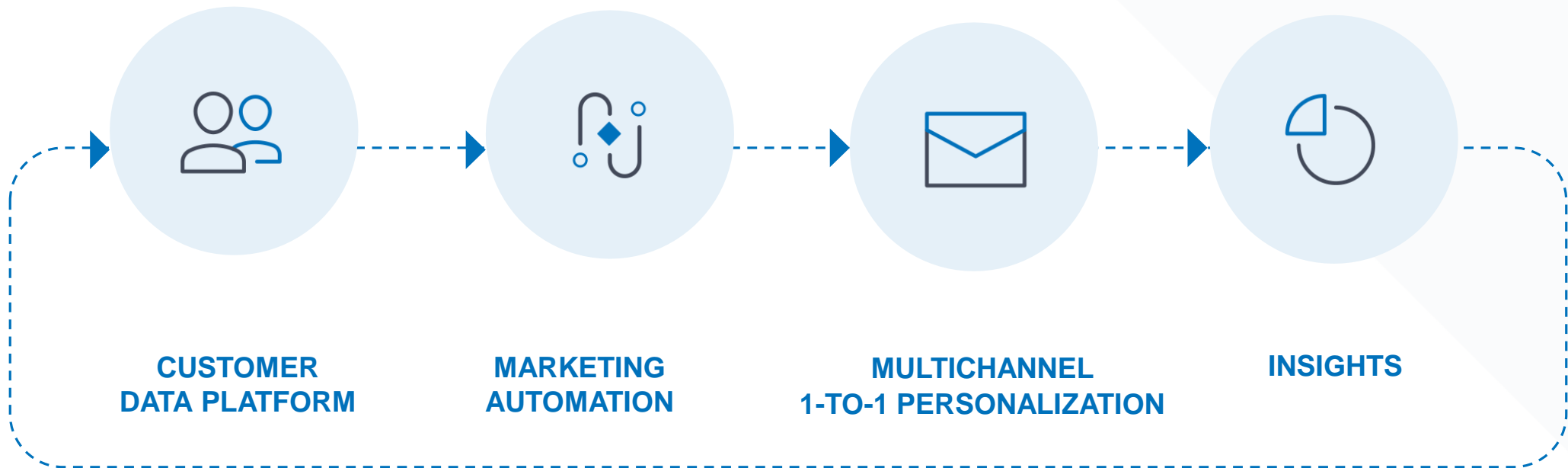
### **+ *INSIGHTS***

- Campaign impact on revenue.
- Engagement index together with actual and potential customer value.
- Analysis of trends and metrics significant to your business.
- Additional profile enrichment through analysis results.



# Contactlab Marketing Cloud

*Engagement Intelligence with a human touch*



# *Simply powerful*



EASY  
TO USE



FAST  
TO INTEGRATE



HIGHLY  
SCALABLE



SIMPLIFY GDPR  
COMPLIANCE

*It's all about helping you  
do your job even better.*

*Thank you*

**1000+**  
***Companies worldwide  
put their trust in us***

 **contactlab**  
engage personally anywhere

LUXOTTICA®

la prairie  
SWITZERLAND

DSQUARED2

EMILIO PUCCI

UNITED COLORS  
OF BENETTON.

sergio rossi

  
**MOBY**

  
**alpitour**

 **Nestlé**  
Good Food, Good Life

Brums

**sky**

**FASTWEB**

 **Sisal**

la Feltrinelli 

  
**Costa**

**irrenia**  
Compagnia Italiana di Navigazione

# Why choose Contactlab

Contactlab offers you a unique mix of technology, services, consultancy and expertise, to support your organization throughout its digital transformation journey, and in creating long lasting relationships with customers.

We have been providing solutions that realize the maximum benefit from customer engagement strategies since 1998.

Our experts work alongside you to build the most effective programs, turning digital transformation projects into real success stories.

All of this, quite naturally, with the human touch.