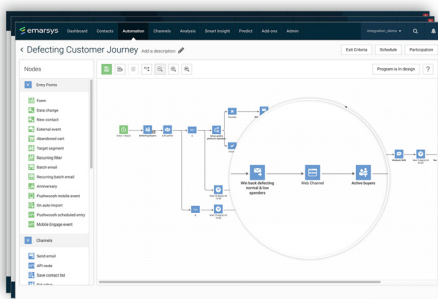


WEB CHANNEL

Transform your Website into a marketing channel

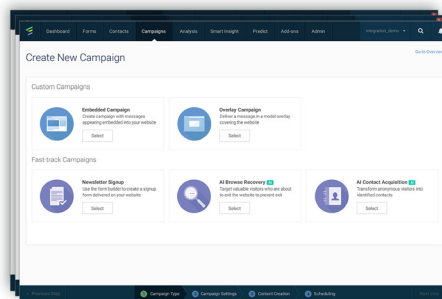
As an online marketer, you rely on offline, online, mobile and historical CRM data to communicate the right message to your customers. Yet, on the website, most solutions base their customer information solely on session-time, cookie based data, not taking advantage of the full amount of data they have on their customers. Even though the Website is where your customers spend the most time engaging with the brand, it is the most disconnected channel. You want to show the right offer, at the right time, with the right content to each of your users. Yet how do you know if the website visitor is a new or returning customer? Do you treat them differently?

Powered by AI, real-time session data, and historical CRM data, Web Channel delivers personalized content as part of an omnichannel campaign management platform.



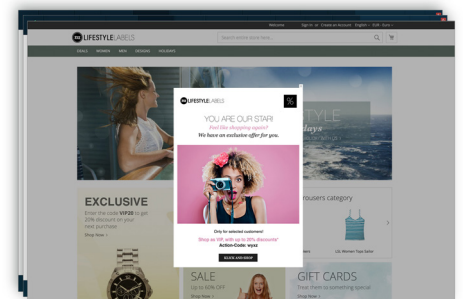
ADDING A NEW MARKETING CHANNEL TO THE MIX

Being natively built in the Emarsys Platform and integrated with the Automation Center, the Web Channel extends your digital marketing strategy to your website and creates a complete omnichannel customer experience.



CUSTOMIZE THE BROWSING EXPERIENCE

Identify visitors and selectively insert or replace embedded content on your site. Display entry or exit-recovery overlays and strengthen your customer conversion and retention capabilities.



TREAT CUSTOMERS LIKE YOU DO ON OTHER CHANNELS

Show content that is relevant to the individual user, making the right distinction between your website users. Synchronize real-time session data with all of your customer's available information to enable the omnichannel experience for your customers.