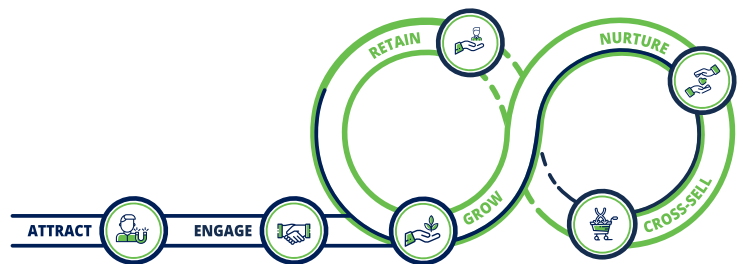


THE AGILITY THAT EVERY MARKETER NEEDS



CAPTURE EVERY OPPORTUNITY ON THE CUSTOMER JOURNEY

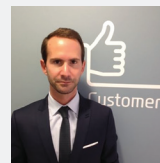
Define triggers on the customer lifecycle and send out data-driven, personalized campaigns to the right customer, at the right moment through the right channel. Test, learn and improve over time to increase customer engagement and conversion.



TECHNOLOGY. TEAMWORK. RESULTS.

ACTITO in a nutshell:

- Ready-to-deploy marketing activation package
- User-friendly interface designed for non-technical marketers
- Pre-defined data model with central datamart and other data sources integration
- Pre-set, responsive templates with dynamic, conditional content blocks
- Multilanguage and multichannel capabilities (email, SMS, push, web, social media, print and call center)
- Pre-built scenarios that automatically trigger highly personalized campaigns
- Advanced, real time reporting with customized marketing dashboards
- Fast implementation, no infrastructure and maintenance costs
- Local, responsive expert support



Jean-Baptiste Giraud
Digital & CRM Manager,
Hyundai

"We chose the ACTITO platform because it's flexible and easy to use. We were impressed with its agility and the service mindset of the company. We fully automated our marketing service with this tool and we will use it in the future to personalize our messages even more."



START ENGAGING ONE-TO-ONE

As a marketer in a fast moving, consumer-driven and very competitive market, you want to outsmart your competitors by being able to reach the **right customer** at exactly the **right moment**, through the **right channel**.

With ACTITO, you can **keep track of changes** in individual preference and behavior and build personalized, multichannel marketing campaigns around them. No special skills are needed, because ACTITO's user-friendly interface enables marketers to **act, measure and react quickly**, never missing an opportunity.

Thanks to our **4x4 agile methodology**, we can have you up and running in less than **4 weeks**, supported by at least **4 annual reviews** to help you discover and exploit new opportunities. We are constantly improving and widening the ACTITO platform, launching **4 major new releases every year** as part of our **4-year client-driven vision**. Our **product add-ons** extend ACTITO beyond what it can do out of the box and enable advanced functionality.



800

client brands



4,1/5

satisfaction
score on G2



5

data centers
worldwide



6

regional offices



CENTRALIZE

ACTITO's **pre-defined data model structure** integrates with your data sources or central datamart. There's no need to worry about data complexity or structure evolving over time. You will have the right data set, updated daily with field data, to **trigger, target and personalize your communication** for maximum sales impact.



MAXIMIZE

Smart, responsive templates enable you to tailor content quickly. Choose your preferred design, alter colors, insert text, upload images and launch your campaign in minutes. Go a step further with real time personalization using **conditional content based on customer behavior or contextual data** (geolocation, weather, and so on).



SEGMENT

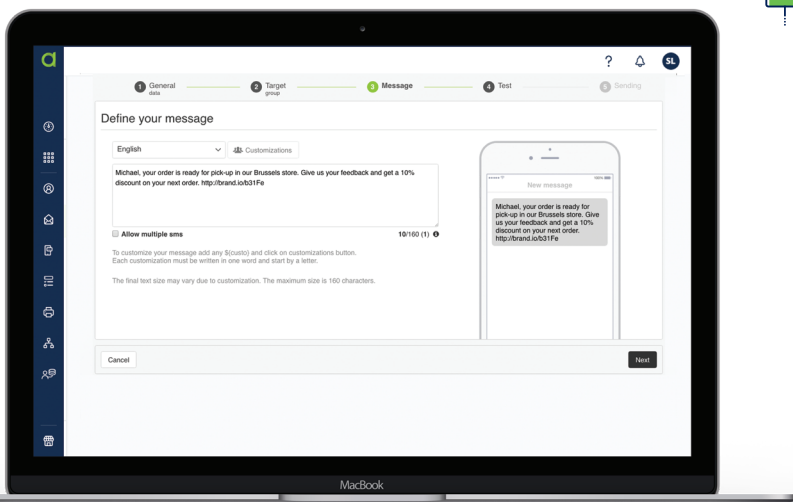
Lifecycle and RFM analysis enables you to tailor your scenarios – activation, loyalty, commercial pressure, purchase – and use channels based on the value of each segment. Any shift in lifecycle or recency, frequency and monetary (RFM) segments will be instantly detected, triggering an **automated offensive or defensive campaign**.



AUTOMATE

Talk to them at exactly the right moment. Any of our pre-defined scenarios will automatically trigger a personalized campaign according to where the customer is on their journey. Those could be:

- Welcome
- Birthday
- Satisfaction/Net Promoter Score survey
- Customer lifecycle
- Second purchase
- Upselling
- Inactivity
- And more





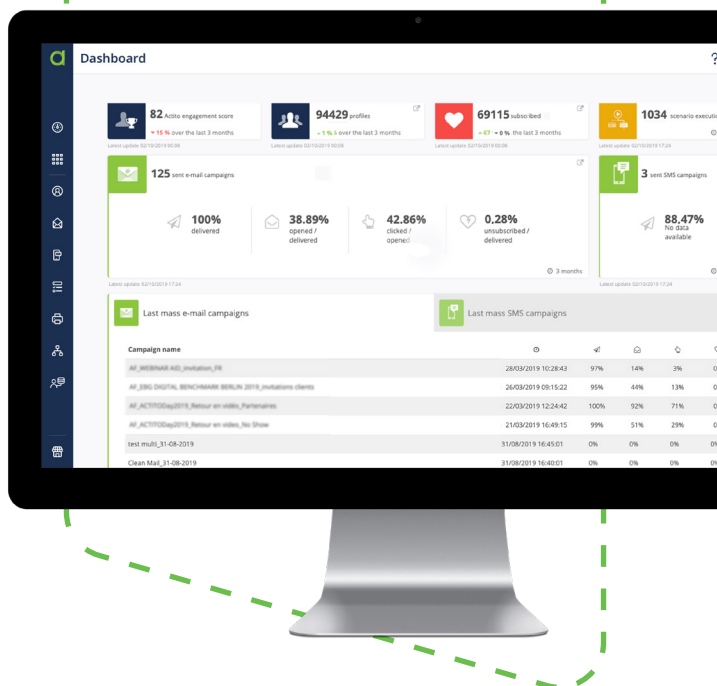
INCREASE

Maximize the impact of every marketing action to boost your return on investment. Insight-based automation will free up the time to get to know your customers better and react in real time on each individual customer journey.



ANALYZE

Measure your marketing impact through extensive testing. Start by **tracking campaign or scenario conversion rates**. Then **determine the impact of your strategy** on segment transformation and business. And, finally, **track results at any level** including segment or channel and, if required, put in place global or specific counteractions.



BE GUIDED

ACTITO is more than just a SaaS solution. Benefit from **continuous support, strategic guidance, technical integration and campaign management expertise**. At ACTITO, we call this **teamwork**.

SOME OF OUR CLIENTS



Check out the use cases at www.actito.com

ABOUT US

ACTITO is a **SaaS marketing company** founded in 2000. Our mission is simple. We build agile marketing activation software that marketers love and we continuously support them in generating measurable ROI. Our company's headquarters are in Belgium and we also have offices in France, the Netherlands, Spain, the United Kingdom and Canada. As a **leading European player**, we have a deep and practical understanding of the complexity of multilingual marketing operations. ACTITO offers **full compliance with the EU-wide General Data Protection Regulation (GDPR)**, leaving marketers free to focus on building lasting and profitable customer relationships.

WANT TO KNOW MORE?

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