



DISCOVER THE SMARTHUB CDP

Engaging Customer Experiences Start with Activated Data

It's time to place your customer at the core of everything you do. Use the entirety of your customer data to delight customers across channels and generate revenue quicker than ever before.



DATA IN, ROI OUT

Transform Your Marketing with The SmartHub CDP



Uniquely Personalized Interactions Throughout the Customer Journey



Bridge Channel Silos with a Unified 360 Customer View



Fast-Track Your Marketing and Launch Your Dream Campaigns



INTELLIGENCE AT THE CENTER

Connect Your Entire Stack with The SmartHub CDP

The SmartHub CDP easily integrates with the platforms you love and activates them with the power of your customer data.

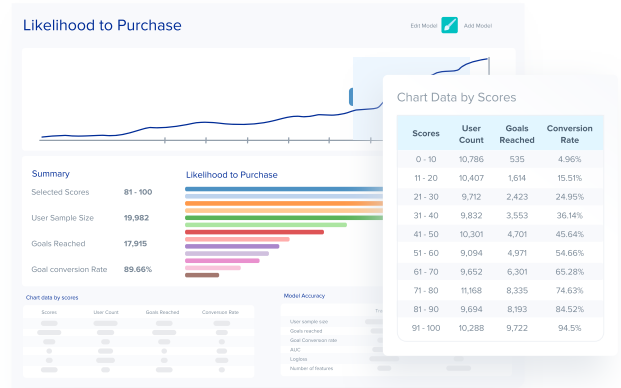
- Level up your stack by streaming unified customer profiles and intelligence throughout your ecosystem
- Future-proof your tech stack by easily integrating new tools and emerging channels
- Get your entire stack operating harmoniously through shared data and decisions across every platform

SMART

Predict and Decide

Easily create personalized experiences with accessible AI that guides the next best action.

- Use white-box, customizable AI to autonomously optimize next best actions
- Always present relevant content, products, and offers with our 1:1 personalization engine
- Apply actionable customer and campaign insights to continuously drive engagement and growth

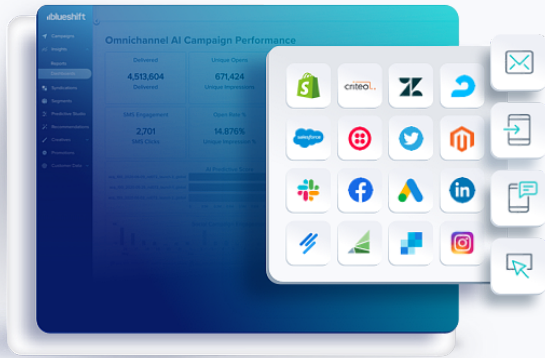


HUB

Orchestrate and Activate

Discover your one-stop-shop to create and launch dynamic customer journeys.

- Coordinate and individualize all of your entire customer experiences with omnichannel orchestration
- Deliver timely, personalized interactions based on customer behaviors with triggered workflows
- Bring any channel, tool, or touchpoint into the customer experience with connected apps



CDP

Unify and Segment

Gain deep customer understanding to power your marketing and customer experience.

- Easily ingest and activate data from every source regardless of size, type, and complexity
- Access unified, cross-device profiles for all of your anonymous and identifiable users
- Build precise, auto-updated, ready-to-use audience segments in a matter of minutes

