

AN OMNICHANNEL MARKETING PLATFORM

SIMPLIFY WORK. DRIVE GROWTH. DELIVER ON EXPERIENCE.

ATTRACT AND RETAIN CUSTOMERS

With brands across all industries battling each other for mindshare, it's critical to be able to execute laser-targeted, high-impact and insight-driven campaigns personalized to the individual across all touch points. CRMNEXT's single campaign interface with visual drag-and-drop tools makes it easy to design assets, segment data, program complex logic, implement multichannel campaigns and measure results - so you can deliver the right message, to the right person, at the right time.

KEY FUNCTIONALITIES

Segmentation
and target lists



- Dynamic target lists
- Static target lists
- Detailed segmentation

Campaign
designer



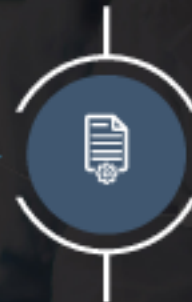
- Omnichannel flow designer
- Template management
- Multiwave campaigns

Campaign
execution



- Omnichannel execution
- Lead scoring
- Response management

Content
management



- Smart words powered by AI
- Centralized library

Campaign
analysis



- Budget and expenses
- ROI analysis
- Reports and dashboards

CUSTOMER SEGMENTATION AND TARGET LISTS



Dynamic target lists

- Create simple workflows that automatically add lead records in response to user actions, such as opening emails, clicking links, etc.

Static target lists

- Create lists with customized criteria from existing lead, contact or account records.

Segment to the power of one

- Generate, score and segment your leads with predictive analytics and customizable templates to cater to the individual taste of each customer.

CAMPAIGN DESIGNER

Omnichannel flow designer

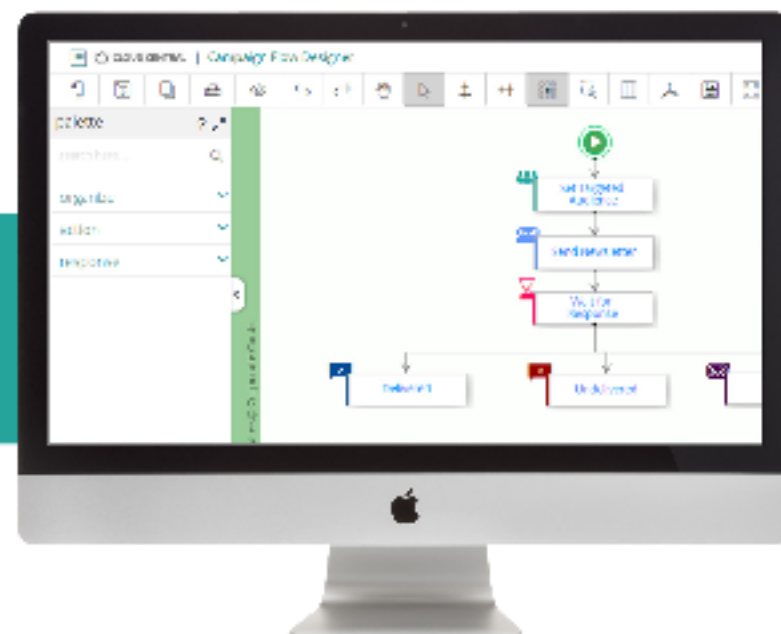
- Drag-and-drop interfaces make it easy to create automated multi-step, multi-channel campaigns.

AI-powered template management

- Use pre-defined templates or intelligently customize one using AI-suggested keywords or content - no HTML coding required.

Multiwave campaigns

- Design campaigns that distribute personalized offers in a customized cadence of contact.



CAMPAIGN EXECUTION

Omnichannel execution

- Execute campaigns across channels from a single window.

Lead scoring

- Prioritize qualified leads with the help of AI-powered lead scoring that includes single number and co-dynamic scores.

Response management

- Automate omnichannel responses to trigger custom remarketing communications in response to individual user actions.

CAMPAIGN ANALYSIS

Budget and expense

- Map sales revenues back to campaigns with real-time integrated sales and marketing tracking and analysis.

ROI analysis

- Track average cost per lead, cost per sales, conversion rates, and other key metrics to quantify marketing campaign ROI.

Reports and dashboards

- Get actionable insights into campaign performance through ad hoc and customizable reports.

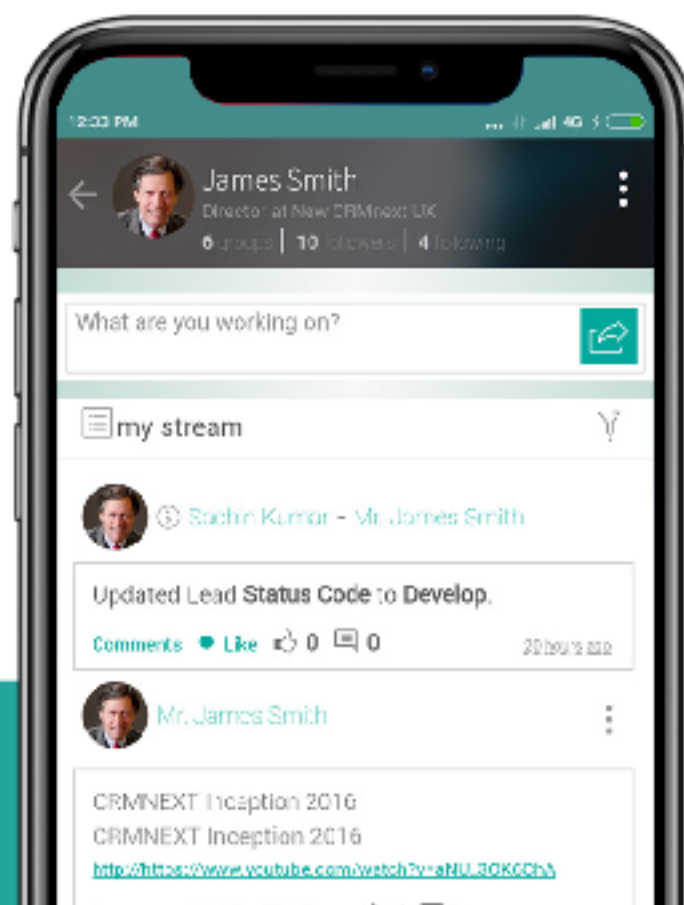
CONTENT MANAGEMENT

Smart words powered by AI

- Adapt content by scenarios to deliver personalized experiences.

Centralized library

- Keep your teams updated on the latest materials and information anytime, anywhere, by storing marketing collateral in a central repository.



Make Campaigns More Effective



Right transactional messaging at the right moment

- CRMNEXT empowers you to create and deploy real-time messaging in response to any event or customer action.

Extract and share insights

- CRMNEXT provides powerful dynamic reporting with visually rich dashboards that drill down on campaigns. Customize reports and automate stakeholder reporting on a one-time or recurring basis.

Intelligently build personalized emails without HTML coding

- Create compelling content tailored to each customer with codeless drag-and-drop structure. Define personalization, add title, links and backgrounds, etc. Plan and set custom delivery schedule.

Target audiences in multiple languages with a single workflow

- Automatically segment and target customers according to preferred language. CRMNEXT's multilingual delivery lets you engage customers in any language without creating different delivery flows for each one.

Make customer profiles richer

- Drill down segmentation to a single customer with profile enrichment through seamless multi-system integration.

Avoid contact fatigue by optimizing communication

- Curb email marketing fatigue by creating limits for individuals and applying them to delivery workflows across channels.

Contact: info@crmnext.com
🌐 www.crmnext.com | 📱 @crmnext

