

Sailthru Experiences

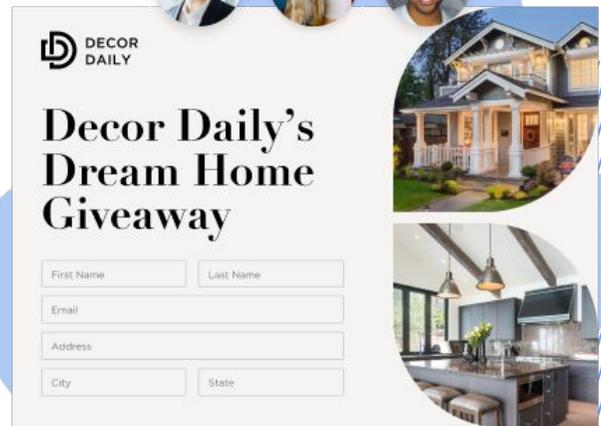
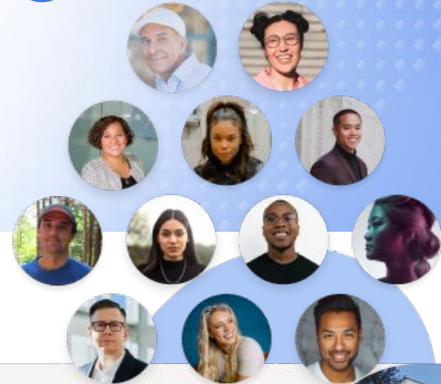
Future-proof your brand with personalization powered by zero- and first-party data.

86% of consumers will trade personal and preference data for early or exclusive access. Creating a value exchanges with your customers for zero- and first-party data lets you harness the power of deeper personalization even as the world of privacy evolves. Stay a step ahead of the customer through a proactive approach to the customer journey.

Sailthru Experiences gives brands and marketers the power to select from a library of more than 85 pre-built experiences — including surveys, polls, quizzes, games, sweepstakes, and more — and collect deep, self-reported information on motivations, intentions, and interests, at scale. Marketers can quickly and easily publish experiences to any owned, earned, or paid digital channel — including websites, microsities, mobile apps, in-venue screens, or social stories — without the need for custom development work.

“Zero-party data is data a customer intentionally and proactively shares with your brand. When marketers use inferred data to customize communications, there’s a very real chance they’ll get it wrong.”

Fatemeh Khatibloo, Principal Analyst at Forrester



Features

Collection of Innovative Experiences

The Sailthru Experiences Library is an ever growing collection of more than 85 innovative, pre-built digital experiences and services that can be published across any digital touchpoint.

Grow Your Customer Database

With Sailthru Experiences, you can seamlessly acquire core customer data, such as name, address, email address, and marketing opt-ins, and offer something of value in return. That zero- and first-party data is securely passed into Sailthru and integrated into User Profiles to be used for segmentation and cross-channel personalization across Email, SMS, Mobile, and Web.

Collect Zero-party Data

Sailthru Experiences is built around a zero-party data strategy, enabling non-technical marketers to gather important data and insights, understand their consumers, and power one-to-one marketing programs.

Integrated Marketing

All of the data you collect, including first- and zero-party data, can be viewed in Sailthru Experiences and integrated into Sailthru's User Profiles. This allows you to understand and analyze the usage and performance of experiences, trigger personalized emails with timely messaging, and further segment your audience to present tailored experiences, content, and offers to re-target them over time.

Enterprise Scale

Enterprise customers can easily enhance their account hierarchy, ensuring appropriate brand and market controls as well as enabling single sign-on providers to centralize user management. Customers can also combine the power of Sailthru Experience with other custom solutions using JavaScript, HTML, CSS, and our APIs.

Data Compliance & Privacy

Sailthru Experiences provides the data you need to make the right connections with customers. Compliance and privacy are at the core of what we do, and we invest in a number of important areas, including: Fine-grained control over your team members' roles and permissions; NIST password guidelines, reducing the risk of compromised access; Customizable Data Retention with Automated retention management at scale; Consent and marketing opt-ins management; and GDPR Compliance.

Create experiences without touching a line of code

Access a library full of ready-to-use experiences that can be customized using a simple drag-and-drop editor.

Build out your customer database with owned and actionable zero- and first-party data

Create value exchanges with your new and current customers to build out new Sailthru User Profiles and enrich your existing data.

Understand your customers as individuals

The data captured through Sailthru Experiences populates User Profiles, allowing you to analyze, segment, and target your customer base to make their customer experience that much better.

Power personalized cross-channel interactions

Combining the power of Sailthru's personalization capabilities with your enriched customer data, you can now deliver more personalized and relevant messages to your customer base across Email, SMS, Mobile, and Web.

“ A Retail sports and apparel brand leveraged local, member-only promotions to build brand loyalty, drive repeat purchases and increase spend, which saw the loyalty program grow to 3M members nationwide.”

Fatemeh Khatibloo, Principal Analyst at Forrester