

# Shipped By Sailthru

January 2023

# Agenda

Meet the Sailthru Product Team

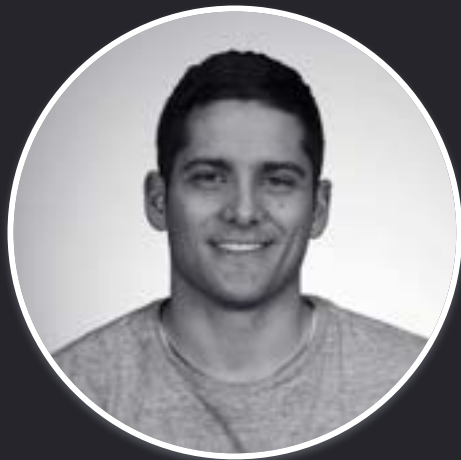
Meet Marigold

Sailthru: A Year in Review

Sailthru: A New Perspective

Looking Ahead: Sailthru Product Roadmap





**Taylor Willardson**

Director of Product Management

**Sailthru**



**Karlissa Ablay**

Sr. Product Manager

**Sailthru**



**Matt Thackston**

Sr. Product Manager

**Sailthru**





*Where relationships take root*

CM GROUP IS NOW MARIGOLD.



Campaign Monitor

Cheetah Digital

Emma

Sailthru

Selligent

Vuture

# Relationship Marketing

with Marigold



**Acquisition  
& Enrichment**



**Real-Time Engagement**

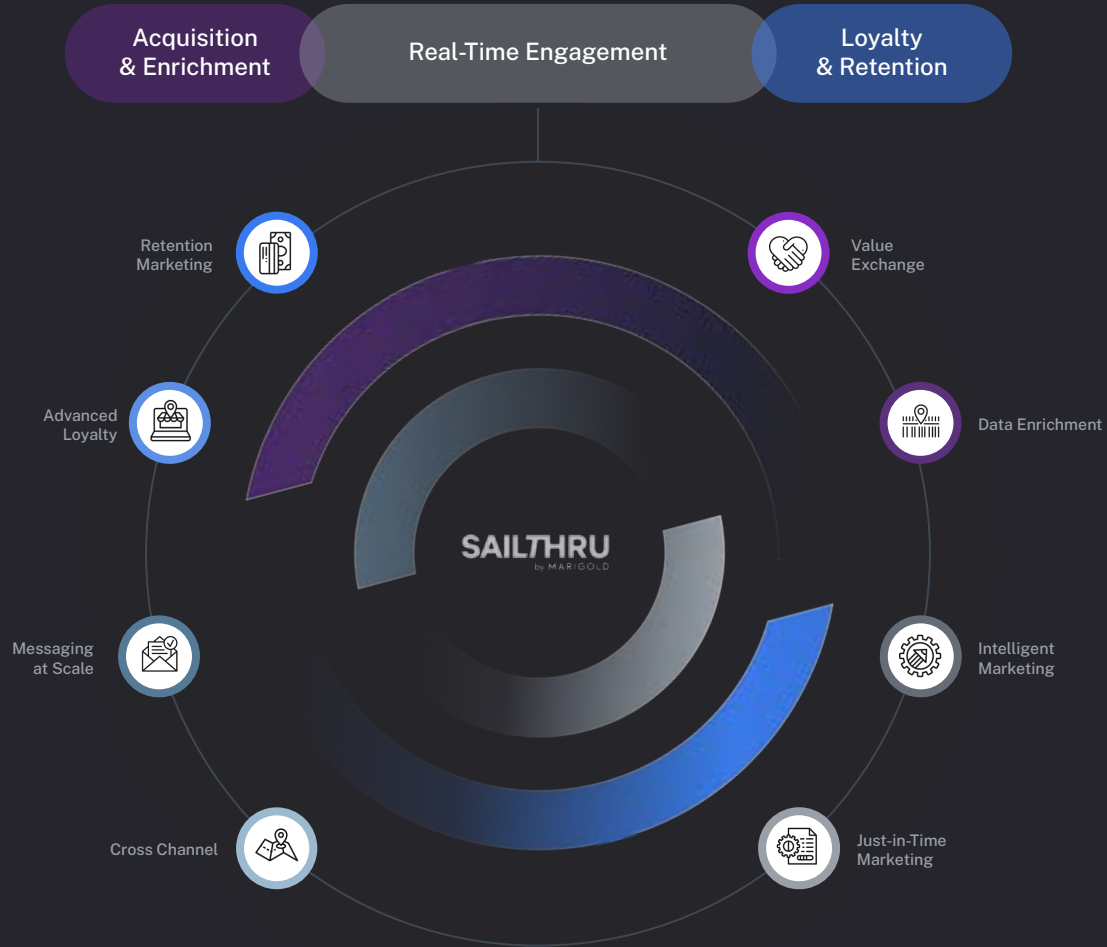


**Loyalty  
& Retention**



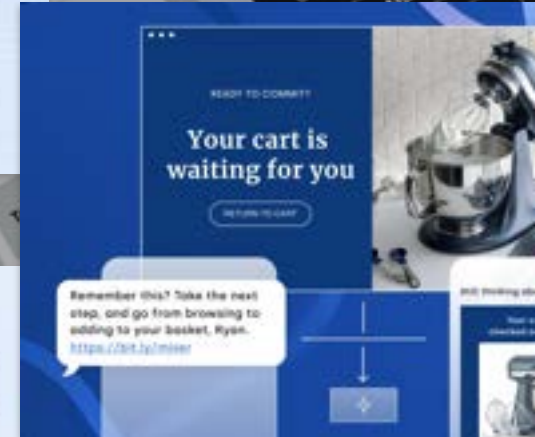
# Relationship Marketing

with Marigold



# Year in Review

- Scalability
- Sailthru Experiences
- Native SMS Solution
- Lifecycle Optimizer Improvements
- Enhancements to Campaign orchestration and Audience engagement



Acquisition  
& Enrichment

Real-Time Engagement

Loyalty  
& Retention

Value  
Exchange

Data  
Enrichment

Messaging  
at Scale

Cross  
Channel

Just-in-Time  
Marketing

Intelligent  
Marketing

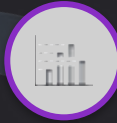
Retention  
Marketing

Advanced  
Loyalty

Data



Analysis  
+ Measurement



**SAILTHRU**  
by MARIGOLD

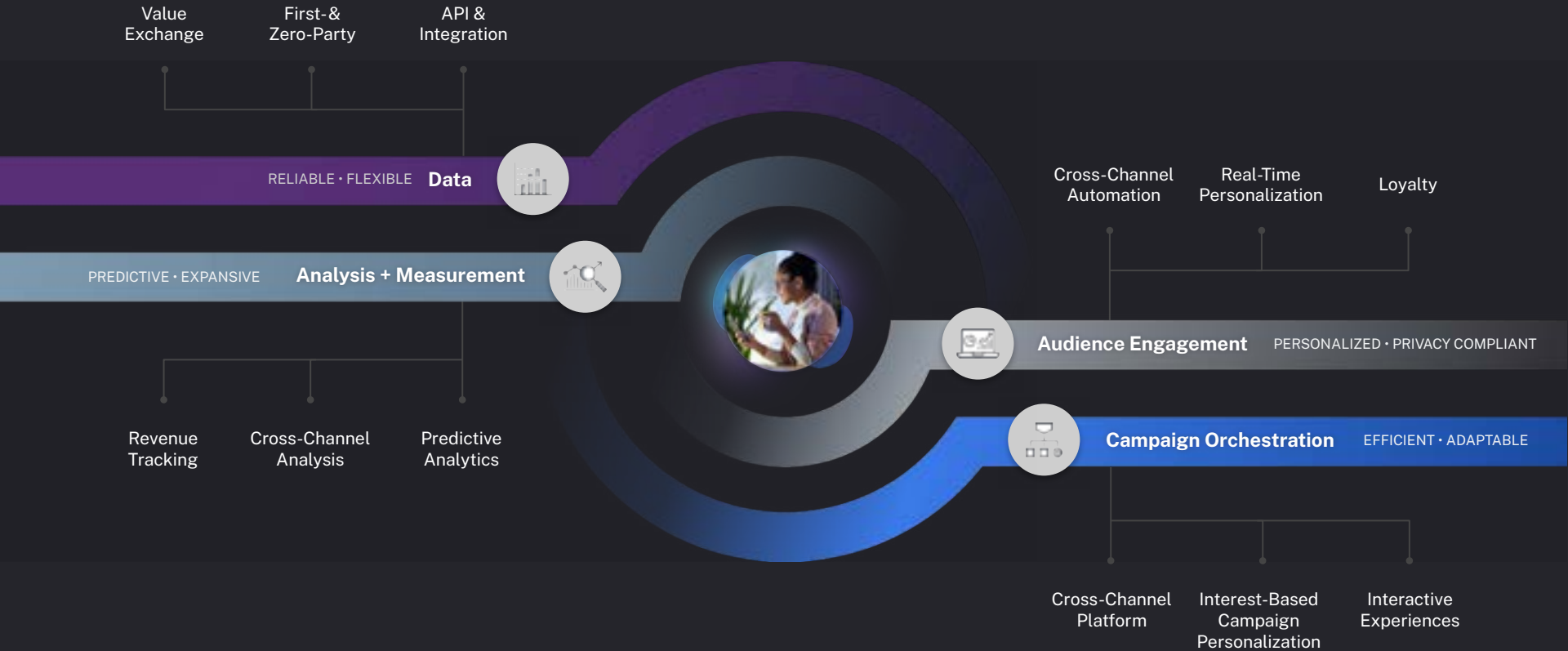
Campaign  
Orchestration



Audience  
Engagement







# Looking Ahead: Sailthru Product Roadmap



## Enrich user profiles

- Integration with Segment

## Utilize self-serve functionality

- API Key Manager

## Enable deeper personalization

- Product variants: SKUs



## Streamline cross-channel connections

- Push notifications and in-app messaging connected to core platform
- More event data to provide a complete picture of each user profile
- Mobile specific filters for Audience Builder segmentation

## Simplify experiences for your customers

- Support for Android app Links
- Grow lists with SMS



## Gain a clear understanding of your audience

- New Analytics dashboard to get insights across channels
- Content stats over time, per campaign

## Personalize reporting with custom insights

- Add customizable reporting with our Business Intelligence solution

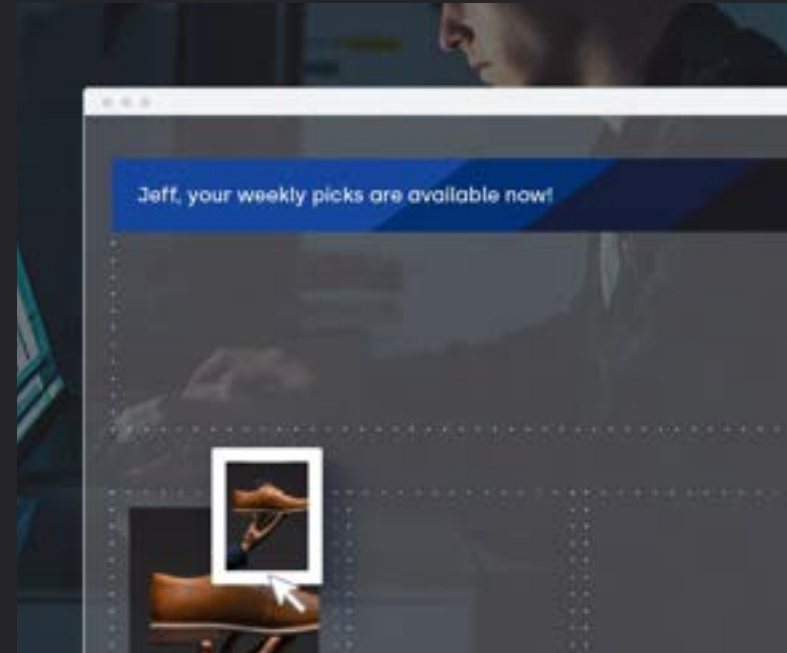


## Personalized engagement, made easy

- Easy, no code Content Blocks for Media
- Drag-and-drop Hosted Page Composer
- Audience entry for smart lists

## Target your audience with better predictions

- Next generation Prediction Manager



# Thanks for Joining!

We'd love to hear what kind of content you'd like to receive from us, here at Sailthru.

Please take a moment to share your thoughts in our quick survey!



Scan QR or type in URL

[sthru.co/share-your-thoughts](https://sthru.co/share-your-thoughts)

