

UNIFIED DIGITAL ENGAGEMENT AND DIGITAL EXPERIENCES FOR PERSONALIZED CUSTOMER EXPERIENCES TO DRIVE REVENUE, RETENTION, AND BRAND LOYALTY

- Unified customer analytics and targeting
- Unified omni-channel authoring
- Unified omni-channel personalization
- Unified customer journey: acquisition, loyalty, retention
- Simple, point-and-click set-up and configuration



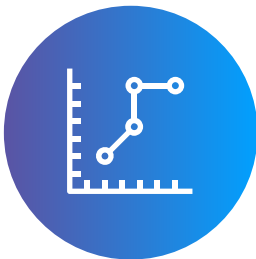
Industry-leading software for marketing automation



Industry-leading software for digital experience management

OPTIMIZING THE CUSTOMER LIFECYCLE TO DRIVE CUSTOMER EXPERIENCE AND SALES SUCCESS

Jahia Digital Experience Manager is a 7th-generation digital experience platform designed to help CMOs take control of the customer lifecycle to drive competitive advantage through customer experience. Jahia Digital Experience Manager provides CMOs with real-time insights and agility to ensure all digital touchpoints and employee interactions are brand moments that acquire, retain and monetize customers at higher rates and lower costs than their marketplace competitors.



Maximize Customer Profitability and Revenue

Personalization is more than targeting a single banner image on the home page with an A/B version. 1:1 personalization is essential for building long-term customer relationships, brand loyalty and more frequent and higher-dollar value repeat purchases. Jahia's technology powers omni-channel digital experiences that learn as the customer engages, driving 1:1 conversations and experiences at both the point of acquisition and across the entire customer journey and lifecycle to increase customer retention, profitability and lifetime revenue.



Get More Bang for Your Digital Marketing Buck

Jahia's Digital Experience Manager turbo-charges CMOs' digital campaigns with integrated customer analytics, testing and optimization to drive continuous, real-time improvements in omni-channel customer experiences. This drives higher conversion rates with greater revenue potential through targeted cross-sell and upsell – and all at a lower cost of customer acquisition.



Make Every Employee a Brand Ambassador

Every customer interaction is a brand moment. The most important customer interactions - and those that ultimately determine affinity to your brand – happen in live conversations with employees. Jahia provides a platform for transforming not only digital customer experiences, but also all supporting employees experiences. Each employee is engaged and empowered to provide the best level of personalized service and translate 1:1 digital experiences into trusted 1:1 brand relationships.

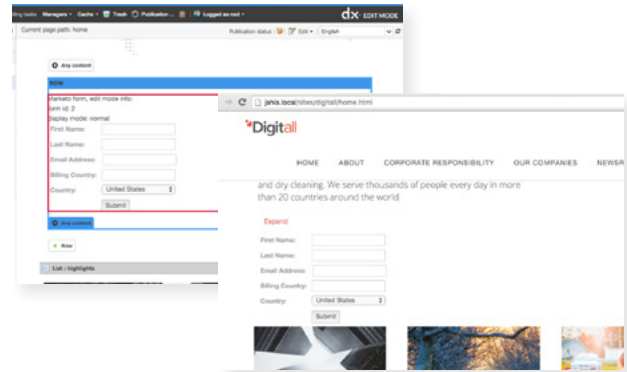


MARKETO/JAHIA INTEGRATION

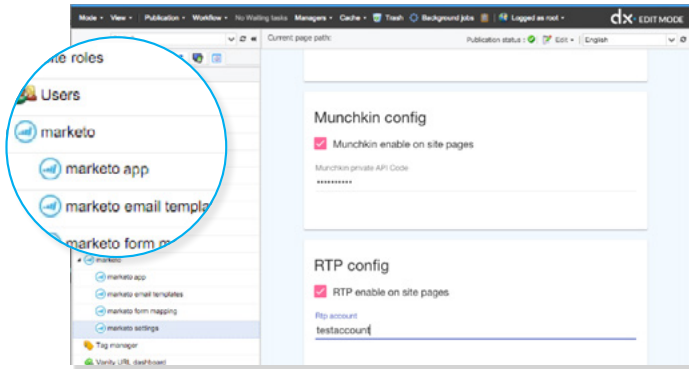
BENEFITS OF OUR INTEGRATION



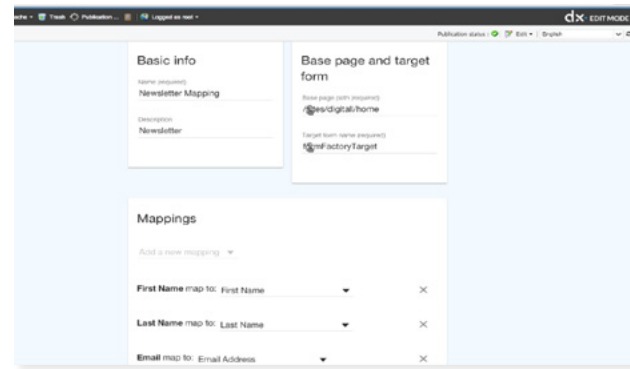
Write custom emails directly in Jahia's Digital Experience Manager (DX), push them to Marketo in one click and put them to work very quickly.



Capture leads and profile specifics with forms that work in two-way communication; information entered in DX can flow through to be stored in Marketo for real-time data intelligence and any forms created in Marketo can be inserted into a DX page instantly.



Use one interface to input the code for both "Munchkin", Marketo's lead tracking code for site visitors, and Real-Time Personalization (RTP), Marketo's tool to execute personalized content, so they are dynamically injected in all pages of the website.



Manage digital assets and other resources through Asset Sync, our tool to push any asset within a DX file manager folder to Marketo to be directly usable for campaigns or RTP.

Digital business is reinventing relationships. Now you can get the power of two leading-edge providers with just one click. Know and connect with your customers to easily build long-term relationships that matter – starting today.

ABOUT JAHIA

Jahia Solutions Group delivers digital experience management (DXM) through tailored User Experience Platforms

(UXPs) to accelerate enterprise transformation. Jahia's platform unites multiple ecosystems to manage the entire customer

lifecycle with agility. It offers a bridge between the IT / Marketing lifecycle gap. Headquartered in Geneva and with offices

throughout Europe and the USA, Jahia counts hundreds of global brands and organizations among its loyal customers.

CONTACT US

Group HQ – Geneva
Switzerland
T +41 22 361 34 24

North American HQ –
Washington, DC
T +1 202 621 7604

France – Paris
T +33 1 44 79 33 79

For more information:
info@jahia.com
www.jahia.com



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