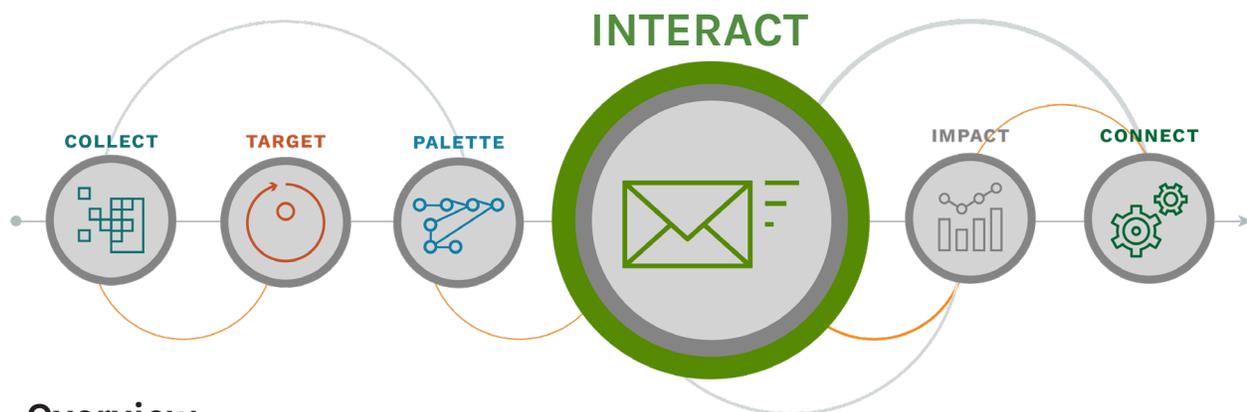# QuickPivot™

QuickPivot's Interact
Coordinated, Dynamic Messaging

Marketers are often saddled with conflicting or redundant marketing tools that don't make it easy for them to deliver consistent customer experiences. That's especially true for marketers tasked with bridging the gap between offline and online channels. Bad things happen when different tools for different channels are all focused on the same group of customers. Work silos and inefficiency are just the beginning. If you deliver unwanted and irrelevant content to your customers, your brand looks completely out of step. Interact eliminates messaging missteps by simplifying collaboration, and giving marketers an easy-to-use interface for developing, coordinating and delivering messages across channels.

INTERACT

COLLECT   TARGET   PALETTE   IMPACT   CONNECT

Overview

Interact is the integrated Email Service Provider (ESP) module in the QuickPivot SaaS marketing cloud. However, it supports much more than just email marketing. It enables marketers to plan, develop, and deliver email, digital print, SMS, web, PURL, and social media campaigns through a single UI. Interact is comprised of three sub-modules:

1. Message Manager

Provides a step-by-step workflow for the development and delivery of your marketing messages across six different channels.
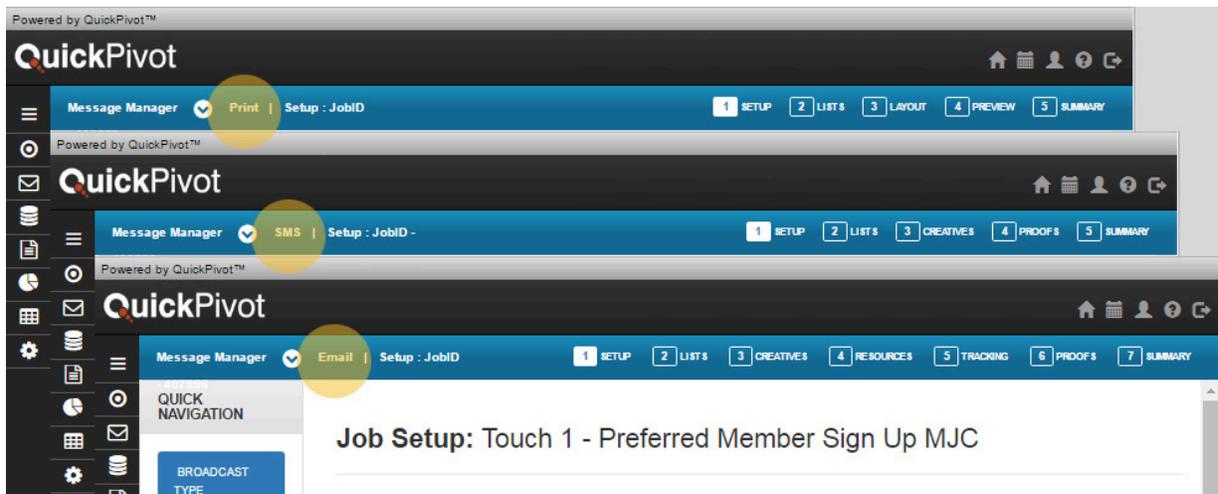
(617). 880. 4000

33 Arch Street, 9th Floor
Boston, MA 02110

info@quickpivot.com

Create and deliver messages in six native channels from one shared UX

2. Content Manager

Provides complete support for the curation, integration, editing and hosting of your campaign content assets. Hosting for all of your HTML, email and web page templates, images, attachments, forms, and video links are included out-of-the-box. Content Manager also includes a WYSIWYG editor for both Text and HTML email and web content.

3. Data Manager

Includes powerful tools for the management of your campaign data files, as well as the ability to manipulate and create new data sets to optimize campaign reporting and analysis. Data Manager makes it easy to see and assemble complex data aggregations. Use the file import and export wizards to quickly batch, send and receive data from any third party application or system.

(617). 880. 4000

33 Arch Street, 9th Floor
Boston, MA 02110

info@quickpivot.com

QuickPivot™

Highlighted Features

Here's a snapshot of some of the most popular features used by all of our clients day-in and day-out:

Campaign Calendar

Quickly visualize all of your campaigns. The campaign calendar displays all campaign activity, across all channels, including one-time, recurring and triggered campaigns. Choose whether to use the day, week or month view, and reference the simple color key to quickly see how much or how little campaign activity is happening within any given time period.

Triggered Messages

Creating timed and triggered messages is crucial to creating a rich customer experience. Interact's intuitive interface allows users to set up either one-time or recurring triggers based on dates, events or a complex combination of the two.

Conditional Content

Personalization of content is achieved through a combination of substitution tokens as well as dynamic content, which swaps out entire sections of creative or copy based on if/else logic.

A/B Splits and Holdbacks

Testing email and print message versions is a critical step in the marketing improvement process. With Interact, users can easily create multiple versions of a message and then send them to a small test group. Using the holdback functionality, The winning creative is then automatically deployed to the remainder of the audience.

Dynamic Content for Email Subject Lines –

Interact includes the ability to use and test dynamic subject lines in your email campaign strategy. You can quickly insert dynamic content tokens into your

(617). 880. 4000

33 Arch Street, 9th Floor
Boston, MA 02110

info@quickpivot.com

subject lines, and then toggle to A/B testing mode to complete your testing scenario.

Tagging

Assets and objects in the QuickPivot system can be tagged by users for easy reference and for reporting purposes. A tag-cloud and pre-fill values make tagging consistency easier, and report filters allow user sto easily find and organize their tagged assets.

Email Deliverability

Strong email deliverability performance is ensured with custom IP strategies using dedicated (not shared) IP addresses. Dedicated specialists are available to help you with ISP block remediation, and overall reputation remediation strategies.

Performance & Scale

Campaign message volumes spike and fall as new customer engagement strategies evolve. Interact scales up or down based on your needs, and easily handles tens of thousands or tens of millions of multichannel messages with ease.

Over 200 APIs

Integration with anything and everything is a critical part of any marketer's success. Our out-of-the-box and custom integrations are built on a massive integration marketplace. Welcome to the world of custom integrations delivered in days, not months.

Summary

Interact provides the flexibility and production efficiency that marketers need to drive customer engagement across email, digital print, SMS, web, PURL, and social media marketing campaigns. A single UI with easy-to-use, drag and drop features, and a consistent workflow across all channels means that silo walls come down, collaboration goes up, and efficiency increases. Marketing teams stop working the channels, and start making all the channels work for the customer.

QuickPivot. Marketing at customer speed.

About QuickPivot

QuickPivot delivers fast, powerful, easy-to-use software for smart and nimble marketers with big ideas. The QuickPivot Cross-channel, Campaign Management (CCCM) platform combines big data analytics, discrete customer journey insights, visual and intuitive segmentation and simplified customer journey mapping in one unified SaaS offering. A winner of several industry innovation awards, the QuickPivot platform enables marketers to deliver coordinated customer experiences across all channels, measure results in real-time, and refine marketing programs to improve performance. As brands look for cost-effective ways to drive rapid campaign creation and execution, QuickPivot is emerging as the vendor of choice.That's why clients like Shutterfly, HP, Allen Edmonds, the NHL and over 20 channel partners are turning to QuickPivot as their new marketing hub.

(617). 880. 4000

*33 Arch Street, 9th Floor
Boston, MA 02110*

info@quickpivot.com