QuickPivot's Palette

Don't Just Build Campaigns;
Be a Customer Journey Artist.

PALETTE

COLLECT TARGET INTERACT IMPACT CONNECT
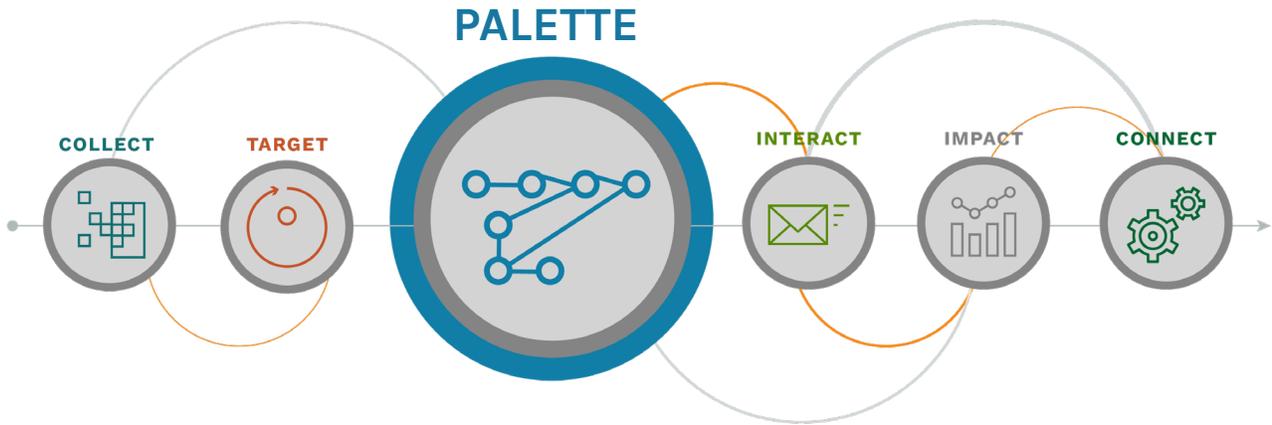
Palette is a powerful, elegant, and award-winning customer lifecycle planning and execution tool. Build sophisticated, rule-based, multi-touch programs in minutes. Share ideas and collaborate with colleagues. Turn your program ideas into reality, and coordinate all channels including email, print, web, PURL, social media and SMS via one easy-to-use interface.

Overview

Modern marketers face challenges related to data, listening, personalization, and delivery in a digital world full of new and emerging channels. However, there is one nagging issue that virtually all of our clients complained about before using QuickPivot: planning multi-touch, multi-stage, and multi-channel digital programs, and then turning them into production deployments was a nightmare. We heard four recurring themes:

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Challenges Faced by Modern Marketing Teams

Cluttered and complex campaign planning

The designs of the programs are cluttered and complex by their nature. Almost all program designs are based on traditional decision trees which explode with complexity and create a visual mess with just a handful of channels and touches.

Wasteful and repetitive

The process of building customer lifecycle programs wastes time as marketers shuffle their designs from white-board to PowerPoint to Visio and then finally into production, essentially building the same program 2-3 times.

No water through the pipes

Even when programs are running, marketers can't see how customers are moving through the campaign, and simply don't know quickly enough which parts of the program are working or not.
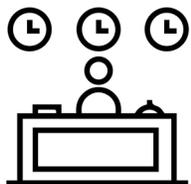
Hard to Modify or Adapt

Without easy-to-understand, real-time results, and burdened by a massive program that was hard enough to launch, marketers have little time or appetite to make changes on-the-fly, even if those changes are sorely necessary.

Palette solves all four problems with a radical, award-winning, patented design that trades complex decision trees for simple yet elegant outcome donuts. Outcome donuts collapse any digital marketing event and its outcomes into a single, clear, and compelling planning object in the platform. Palette has an elegant drag-and-drop user interface that

(617). 880. 4000

33 Arch Street, 9th Floor
Boston, MA 02110

info@quickpivot.com

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dramatically reduces the clutter associated with most lifecycle program designs. Simply create your plan in Palette, and then choose your audience and content. With Palette you can see campaign members move through the program so you know what changes to make in order to optimize performance.

Key Features:

Program Brief

Palette allows designs to be developed in Plan Mode prior to production. Our free-form text editor allows marketers to author, edit, save, and share a complete marketing program brief that fully explains and documents a customer journey prior to launching it. New program concepts can be developed quickly without placing a strain on production systems, and they can be fully documented and tested prior to any production run.

Program Brief
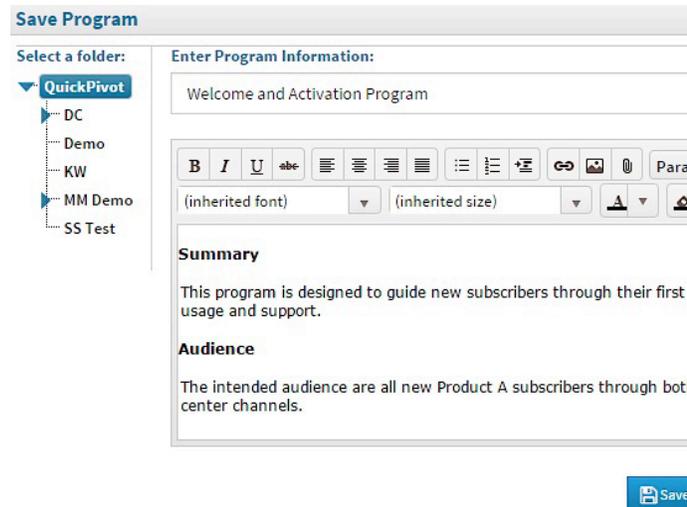
Outcome Donuts

Outcome Donuts simplify the life of marketing program owners. Rather than working with separate visual objects for each event and its outcome, Palette's Outcome Donuts collapse a single event and its logical outcomes into a single visual object. Users get to work with the events and outcomes that are important for the overall program strategy. Other events are not ignored, but rather deemphasized until they are needed.
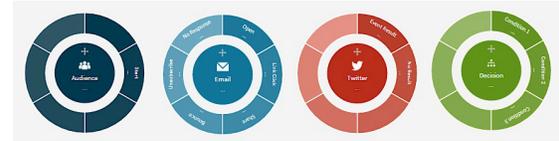
Outcome Donuts

A drag-and-drop interface allows users to drop objects onto the canvas and draw connections between relevant start and end points.

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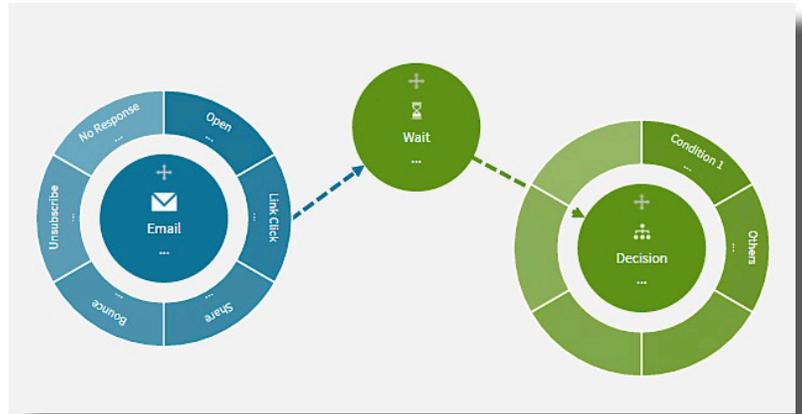
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As programs run, marketers can see live counts of customers appear in each Outcome Donut's center, as well as in the outcome slices.


Wait Timers and Decision Objects

Wait and Decision Donuts

Connections between events can be governed by both wait rules and decision rules. A wait rule allows users to configure timers that run for preset durations and timers that are set for specific points in time. Decision Donuts allow users to configure rules that can check for virtually any value in any database table in the QuickPivot system. Common customer lifecycle planning decisions such as checking to see whether a customer has placed an order, replied to a survey, logged a service complaint, and dozens of other rules can all be verified before moving customers to the next step in the program.
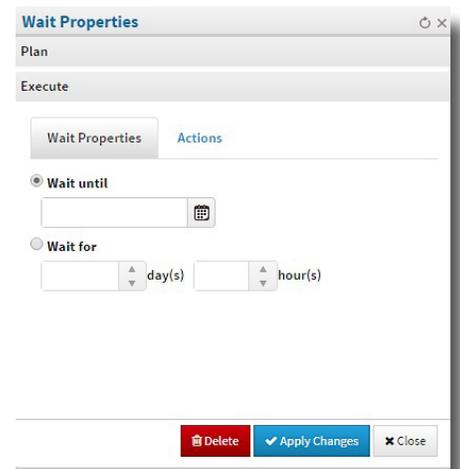
Timer Options

Program Library

Each new program and design is held in its appropriate status for production, editing and reuse in the Program Library. Users can create a library of programs as full production items, partial designs, or full-blown concepts that are awaiting approval. Designs can be copied, edited, saved and reused across teams.

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QuickPivot™

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.

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