Circle

The only omnichannel communications solution bringing together a marketing automation workflow and individualized content.
THE CHALLENGES

- SILOED ORGANIZATIONAL STRUCTURE
- MANAGING THE CUSTOMER JOURNEY
- ACCESSING DATA ACROSS CHANNEL
- COMMUNICATING OMNICHANNEL CAPABILITIES
- RECOGNIZING A CUSTOMER ON DIFFERENT CHANNELS OR DEVICES
- LACK OF PERSONNEL WITH SKILLS OR KNOW-HOW
- CUSTOMER PRIVACY
- PRINT LEFT OUT OF THE MIX
IN TODAY’S MARKETPLACE
CUSTOMER EXPERIENCE IS A CRITICAL FACTOR IN SUCCESS.

of consumers say that customer experience is an important factor in the decision to buy… just behind price and quality.

An experience includes both digital and physical channels of communication, however print is often overlooked.
XMPie is an open platform for creating & automating the production, delivery & tracking of personalized customer journeys and campaigns.

XMPie delivers a consistent approach to print and digital communication.
XMPIE
AN OPEN SOFTWARE PLATFORM
XMPie and Adobe. The Perfect Combination.
The XMPie platform natively supports the Adobe workflow across all its design applications.

- Drive variability into every aspect of your InDesign document.
- Personalise images in Photoshop and Illustrator to grab attention.
- Product data-driven personalised videos with AfterEffects.
- Harness the InDesign Server for InDesign’s advanced design capabilities.
EASILY BRIDGE PHYSICAL AND DIGITAL CREATIVELY

Bring all the elements of a campaign together — bridging the physical and digital in one platform.
Circle puts you in the driving seat – no coding or complex setup needed. Deploy with the flick of a switch, trigger and automate content based on user’s interactions and review results in real-time.
Integration
Implement integrated campaign flows that connect with other systems such as CRM systems.

Collaboration
Enable discussion and sharing between all campaign stakeholders.

Visualization
Illustrate omnichannel campaign structure and content in an unique environment.

Automation
Schedule and automate campaigns.

Evaluation
Track, measure and view performance metrics and KPI’s.
STORYBOARD TO SUCCESS
QUICKLY VISUALISE AND CONNECT CAMPAIGN FLOWS

Omnichannel campaigns are not linear – Circle lets you create different paths based on a consumer's interaction or automation.
COLLABORATION

MARKETERS  WRITERS  DESIGNERS  DEVELOPER
INTEGRATION

The Circle API integrates XMPie with other systems – CRM, social or eCommerce.
- Implement customer journeys in less time
- Launch lights out activities
- Conditional scheduling
EVALUATION

- UNDERSTAND TRENDS
- TRACK EACH RECIPIENT’S PROGRESS OVER TIME
- ASSESS ROI
PERSONALIZED CUSTOMER EXPERIENCE (CX)

Circle PE Edition is fully integrated with the XMPie execution engine to orchestrate entire personalized user experiences from start to finish.
WHEN ALL EYES ARE ON YOU
CAN YOU SCALE?

• Doing all this for one individual is hard
• Doing this for every single individual is tough!

• Everything needs to be in synchronicity
• Print has to be treated in the same way as digital
• Everything needs to be open and flexible … … things change!