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

- 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. 3/4 of consumers say that customer experience is an important factor in the decision to buy... just behind price and quality.

XMPie is an open software platform for creating & automating the production, delivery & tracking of personalized customer journeys and campaigns. XMPie delivers a consistent approach to print and digital communication.
EASILY BRIDGE PHYSICAL AND DIGITAL CREATIVELY

Bring all the elements of a campaign together – bridging the physical and digital in one platform.

TAKE CONTROL DEPLOY TRIGGER AUTOMATE REVIEW

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.

STORYBOARD VISUALIZATION

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 DEVELOPERS
INTEGRATION
The Circle API integrates XMPie with other systems – CRM, social or eCommerce.

AUTOMATION
- 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!