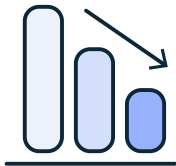


Is Your Martech the BEST or a BUST?

Times are tough, and everyone has to do their part... *including your software*.
Use this checklist to make sure your martech is innovative, efficient, and (most of all) recession-proof.

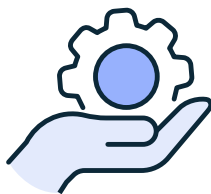
YOUR GOAL



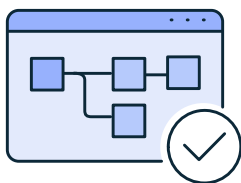
REDUCE COSTS



SAVE TIME



SCALE RESOURCES



DRIVE ADOPTION

YOUR CAPABILITIES

- Your martech consolidates your customer data and channels effectively.
- You're able to measure the relative value of your customers to build effective segmentation.
- You can effectively communicate results to quickly show the cost analysis for profit vs. cost.

- You react (in days not weeks) to ever-evolving changes in consumer behavior and business expectations.
- You're given out-of-the-box, industry-proven tactics to activate cross-channel automations.
- You can personalize content once and reuse it across all channels.

- You can use AI across all channels in one platform without heavy reliance on IT.
- AI is actionable and isn't a mysterious buzz word.
- You can connect your system directly to your product catalog and automate segment creation.

- Your team feels confident with the tool and can perform at their maximum capacity.
- Your integrations with other systems are easy to connect and can trigger automations.
- You can quickly add new channels without hiring a channel expert or calling an automated help line.

Emarsys Empowers Marketers to Be the BEST



REDUCE COSTS

We consolidate your data, helping you become more agile with more predictable profits.

- ✔ Customer lifecycle management helps surface potential revenue opportunities for each stage of the buying cycle.
- ✔ Get recommendations for the most effective tactics to maximize profitability.



SAVE TIME

Move at the pace of the market and pivot campaign creation faster.

- ✔ Personalization tokens and content blocks help you create content once and use it across your channels.
- ✔ Our native asset library with content blocks enables you to update content across multiple campaigns in one click.

Love,
Bonito

5x higher spend from
active customers

 **RUNTASTIC**

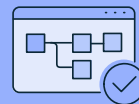
300%
increase in campaign
creation efficiency



SCALE RESOURCES

Generate more marketing revenue with an effective IT partnership and future-proof your team with a single platform.

- ✔ We get your AI-powered marketing automations up and running quickly without ongoing dependence on IT.
- ✔ Our 60+ pre-built industry tactics are proven to drive faster results.



DRIVE ADOPTION

Achieve omnichannel marketing faster with our marketer-friendly platform and marketing experts. We rank highest in user adoption according to G2.

- ✔ Add new channels faster, like web, ads, push, SMS, conversational channels, and mobile wallet.
- ✔ Emarsys integrates with your existing marketing and commerce channels, enabling you to rapidly launch campaigns.

salling group

+25%
revenue within 5 weeks

 **BULK
POWDERS**

500
unique automated journeys
created by a team of 4