1.

Upbeat music introduction

SDL logo animation

2.

A top priority for every CMO is to build loyal customer relationships.
But customer expectations have never been higher.

We see a generic "business" figure (CMO) in the center of the screen. Zoom out and the screen is filled with various people, lots of them.

3.

You can no longer communicate with all of your customers in the same voice.

CMO communicating with a megaphone to all of the people.

4.

Marketing campaigns need to be personalized, relevant, insight-driven, and timely.

Zoom in on one of the customers . . . Peter.
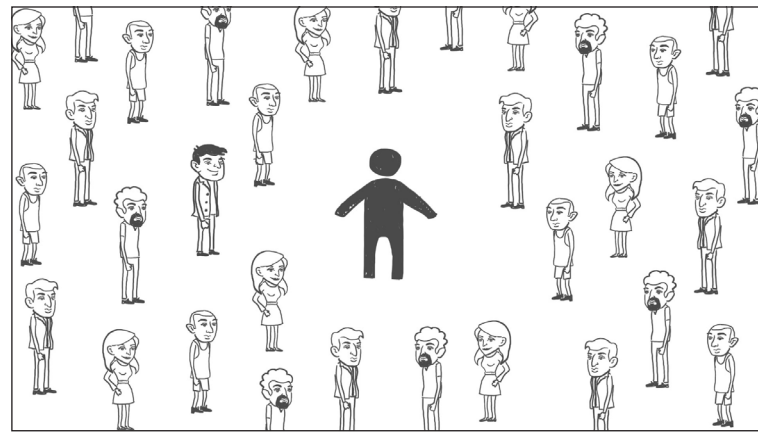
5.

SDL Campaigns is built for this new reality. It enables businesses to interact with customers on a 1-to-1 level throughout their journey across all channels and devices.
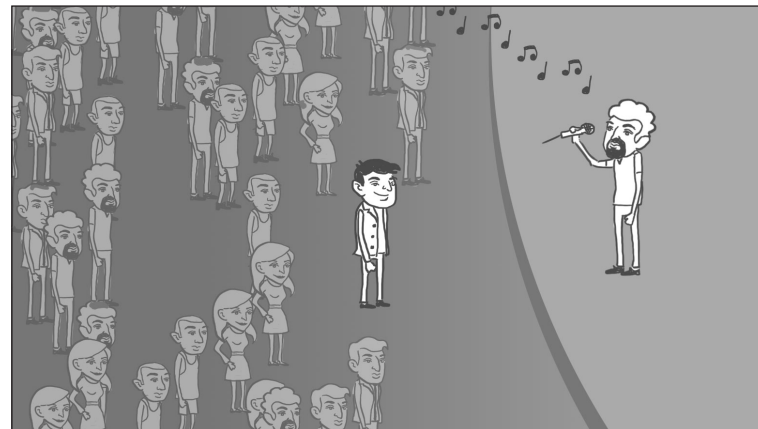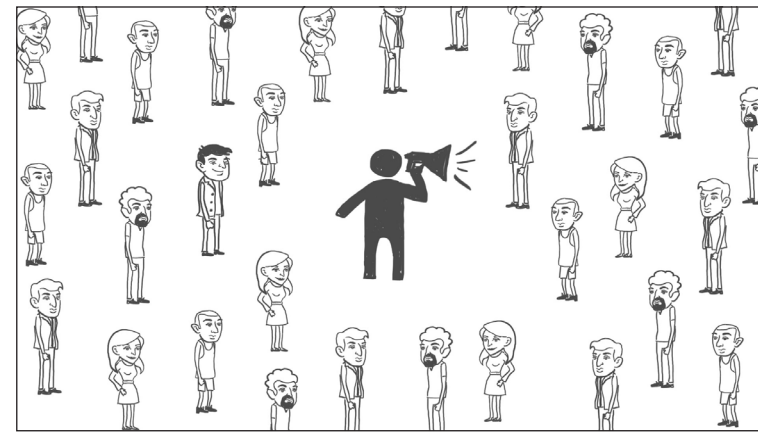
Transition from Peter to Campaigns icon

6.

Take Peter, for example. The guy loves watching live music.

Transition back to Peter. He is jamming out at a concert.

7.

Peter's a frequent customer of two concert venues and is a part of their respective customer loyalty programs. In return, he expects to hear about special events and promotions that interest him.

Two clubs side by side with made up names. Peter standing in front of both clubs. Music notes coming out of the top of both buildings.

8.

One of the venues knows what Peter likes because they use SDL for analytics and campaign management.

Zoom in on one of the clubs.

9.

SDL helps them orchestrate personalized campaigns. They can segment audiences based on demographics and buyer behavior.

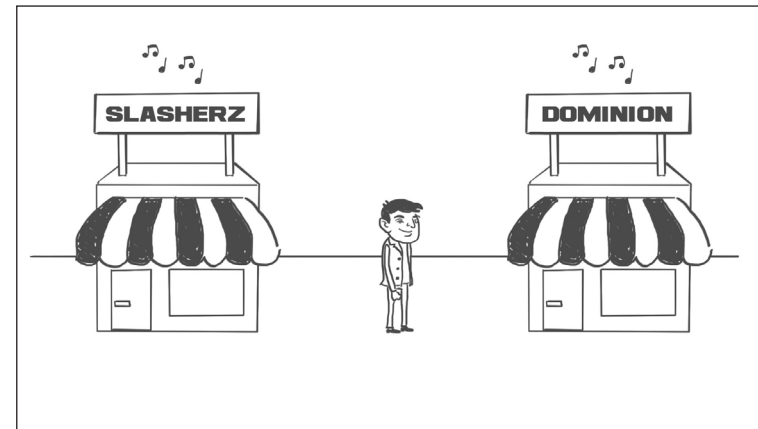Graphics showing capabilities of SDL – segmentation, omni-channel, campaign manager, etc.

10.

They can even predict what bands Peter will like based on what tickets he's purchased before, what he's looking at on their website, and what people are talking about on social media.

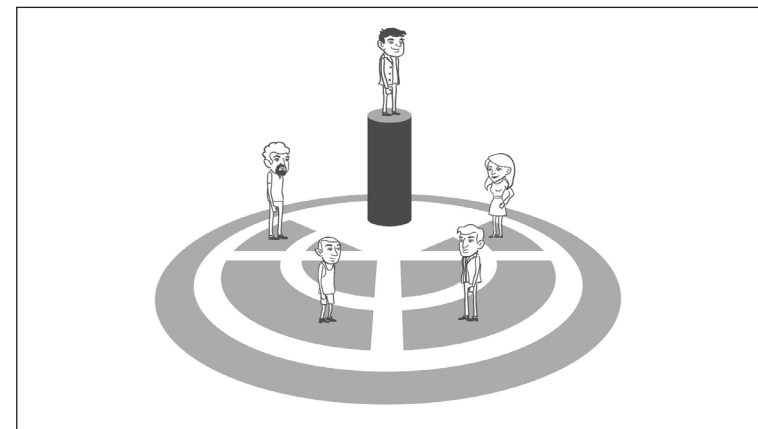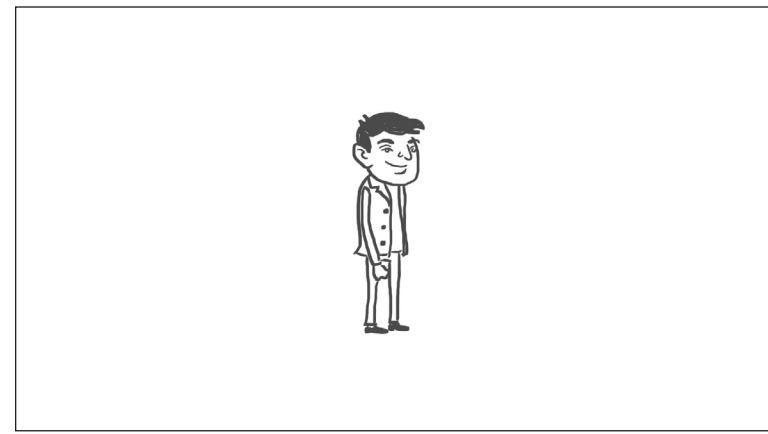Peter looking at the venues website and Twitter.

11.

Everything is real-time so if one event is unexpectedly trending up with people like Peter, the venue can adjust the campaign on the fly.

Chart/gauge trending up.

12.

The result is Peter receives timely promotions and exclusive ticket offers about events he's interested in.

Peter on a tablet, clicking offers and emails.

13.
This makes Peter feel like a rock star. He just scored pre-sale tickets to his favorite band.

Peter clicks "buy" and celebrates.

14.
The other venue takes a scattershot approach to marketing. They notify Peter about practically every band they have booked.

We see the other club then back to Peter. Peter is bombarded with their marketing.
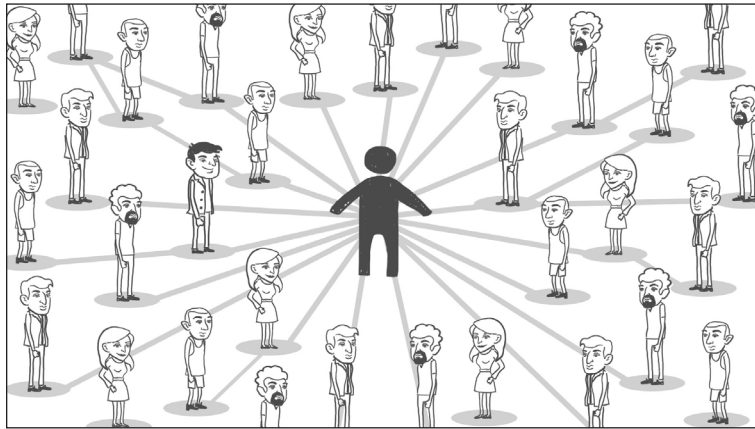
15.
Even groups his mom would listen to.

Peter imagines his mom dancing and listening to Lawerence Welk style music and rolls his eyes.

16.
Peter just opted out of their mailing list and tweeted a bad review. Bummer.

Peter gets angry and types frowny emoticon into Twitter.

17.
Are your campaigns targeted and relevant? Can you intelligently segment your audiences and deliver real value right when your customer wants to engage?

Zoom back out to show the hundreds of people from the intro all connected to the CMO.

18.
With SDL Campaigns, it's easy to focus on the individual. Why wait?

SDL CXC logo animation and then Campaigns icon

SDL Customer Experience Cloud

SDL Campaigns
• Rich analytics
• Personalized campaigns
• Rapid ROI

20.

19.
Start building insight-driven campaigns today.

Visit SDL.com/campaigns for details.

SDL

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speak