Emarsys Unveils New B2C Marketing Cloud for Personalized Customer Engagement at Any Scale

E-commerce cloud combines prediction, personalization, analytics and multichannel automation, nurturing long-lasting customer relationships to boost revenue

INDIANAPOLIS – September 15, 2015 - Emarsys has announced the launch of its new B2C Marketing Cloud, designed from the ground up for retail brands and e-commerce companies looking to build personalized, long-lasting relationships with customers. The Emarsys B2C Marketing Cloud combines–in one flexible solution–high-performance, multichannel marketing automation with sophisticated add-on technologies that drive customer engagement, repeat purchases, brand loyalty and revenue.

For more than a decade, Emarsys has built integrated technologies for B2C businesses that improve conversion rates, lifetime value, repeat purchases and bottom-line revenue. Emarsys helps businesses transform customers from one-time buyers to repeat purchasers and win back lost revenue from customer churn. Using the B2C Marketing Cloud, brands can now find answers to previously unanswered questions, such as: who your customers are, what content is contextually relevant and when a customer should be contacted via which channel or device.

The platform turns big data into relationships and experiences that boost ROI by the following steps:
- **Collecting data:** capture real-time data from customers' interactions with a brand across their devices and channels
- **Building a unified profile:** create a single profile of each customer based on their behavior patterns
- **Gain insights into customers:** access visual insights based on big data, machine learning, scoring and statistical modelling to understand customers and how to increase long-term revenue from them
- **Automate campaigns:** orchestrate multi-step, multichannel campaigns with relevant product recommendations triggered by specific customer interactions
- **Reach customers where they are:** optimize customer engagement across mobile, social, web, applications, and email

"The B2C Marketing Cloud is the product of 15 years' research and experience with consumer behavior, e-commerce challenges and opportunities, and advanced marketing technology in Europe and APAC, and we're excited to now crack the U.S. market," said Hagai Hartman, CEO and co-founder, Emarsys. "The ability to create personalized customer engagement at any scale–without the need for big marketing teams or IT–already sets our B2C Marketing Cloud apart. We will continue to evolve and optimize our product to drive the best possible customer experience–one that treats each customer as a valued individual, however and wherever they interact with a brand."

Emarsys' new Discovery solution sits on top of a website so that visitors can explore uniquely-tailored product ranges in just one click. This revolutionary browsing experience is responsive across desktop, mobile, Android and iOS devices–even if a website isn't mobile-ready. During the Discovery beta tests, customers' total spend quadrupled when they visited an e-commerce website having used Discovery. As a fully-integrated platform, all components of the B2C Marketing Cloud talk to each other–and other technologies–"out of the box". Features include single sign-on, connected APIs, tailored transactional and batch programs customized to maximize customer engagement and flexible multi-branch split testing along with a dashboard that provides a snapshot of a brand's B2C Marketing Cloud on one screen.

***

About Emarsys
Emarsys is a leading global provider of cloud marketing software for B2C companies, the first B2C Marketing Cloud. The company provides actionable intelligence to enterprises targeting their customers, combining machine learning and data science with true personalization and multichannel delivery to reach customers most effectively, maximizing engagement and results. With more than 500 employees in 16 global office locations, Emarsys serves more than 1,300 clients in 140 countries. Every month, Emarsys segments and analyzes more than one billion customer profiles and creates over 250,000 personalized campaigns, helping customers increase revenues and ROI. Learn more about the innovative Emarsys solutions at www.emarsys.com.