



AI-based Omni-channel Customer Engagement

One Tightly Integrated Platform for Email + APP + SMS + Social + Web

Flawed marketing automation programs can trigger customer attrition at scale. Some of the situations that can lead to this are:

- Sending a discount offer on a product/ service to a customer who has just bought the same at a higher price
- Sending communication on a channel that is least used by the customers
- Sending communication on the right channel but at the wrong time

Our fully customizable AI-based Marketing Automation Platform enables you to reach the target audiences with the right offer at the right time with the right context and over their most preferred channel.

In addition, the platform provides you with critical behavioural insights to further hone your marketing campaigns.

Capabilities:

Journey Designer

Visual drag and drop editor makes designing multi-touch campaigns seamless

Sophisticated Customer Segmentation

Target your customers better with real-time marketer-friendly segmentation

Lead and Contact Scoring

Discover trends and understand your customer activities and interests

CRM integration

Extend the power of marketing automation to your CRM system

Real-time reporting dashboards

Understand and monitor campaign performance

Deliverability

Get a deliverability alert dashboard to monitor and ensure your messages are delivered to the in-box

We Eat Elephants For Breakfast!

- BI Dashboards: 110+
- Emails Sent: 2Bn+
- Customer Records: 185 Mn+
- Processes Automated: 120 +
- Mobile Devices: 75 Mn+
- Predictive Models: 115+
- Integrations: 35+

Benefits:

- Quickly design and automate consistent cross-channel experiences
- Make better decisions and deepen customer engagement with purpose-built analytics
- Increase marketing agility with an open platform that integrates easily with other data sources and applications
- Gain faster time to ROI
- Get 24x7 On-demand MarTech Support

"We understood the value of marketing automation but did not have the capability to execute. As the company grew, it became clear that additional functionality, including an integration with our CRM, was needed to move to the next level of marketing sophistication. Comsense helped us reach our goals."
- Director/ Fortune 100 Company, Chicago, USA

Schedule a quick call/free workshop session with our Marketing Technologist today
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