

WHY CORDIAL?

We created this document to break down exactly what makes Cordial awesome, and how we're different from the legacy cloud solutions and other "next gen" messaging providers.

FLEXIBLE DATA MANAGEMENT

Cordial is built on flexible architecture allowing marketers to easily add data of any type to the platform using a REST API, our Javascript Listener, or Amazon Kinesis data stream, all in real-time. Streaming event data is stored in a schemaless database allowing it to be mixed, matched, and queried in real-time without the use of spreadsheets or static CSV files. All data added to Cordial is immediately available to marketers for optimization, segmentation and 1:1 personalization.



La Quinta used Cordial's flexible data management to organize and activate their customer data, allowing them to personalize messages in real-time, reduce campaign creation time, and improve speed to market.

BEST IN CLASS PERSONALIZATION

Cordial enables marketers to programmatically create unique messages for each customer at scale using real-time behavioral, purchase, and event data. The platform's dynamic templating capabilities allow the client to render a unique message for each customer based on all relevant information available at the time of send. Cordial can query any number of real-time data feeds or databases to pull in information like images, content, products, recommendations, promotions, coupon codes, weather, geolocation and more.



SKLZ used programmatic personalization to increase average order value by 59%, email transactions by 485% and email revenue by 760% year over year.

PERSONALIZED TRIGGERS AND AUTOMATION

Cordial gives marketers the ability to own every part of the funnel with personalized triggers and automations. Acquire new subscribers with web forms and pop-ups, engage middle of funnel prospects with back-in-stock and price drop alerts, and recapture lost sales with cart and browse abandonment messages. Marketers can also build sophisticated welcome series and lifecycle campaigns that adapt and change to customer behavior. Every triggered message is built at the time of send and can pull in relevant content from a user's browsing session ensuring that every communication is relevant and personal.

The logo for GovX, consisting of the word "GOVX" in a bold, black, sans-serif font.

Within 2 weeks of signing with Cordial, GovX was able to replace their complicated 50+ message static welcome series with 12 programmatic message templates. These templates adapt to changing customer behavior, removing the need for time-consuming manual updates.

MULTI-CHANNEL ARCHITECTURE

Cordial is built to flex and adapt to new channels and technologies. Any and all data added to the platform is used to power Cordial's personalization engine, allowing marketers to create a unified view of their customers and send 1:1 messages across any channel in their marketing stack. Email, mobile push, in-app, SMS, web; all can be connected, orchestrated, and personalized in real-time.

The logo for 1800 contacts, featuring the text "1800 contacts" in a blue, sans-serif font.

"Our customers are incredibly dynamic and our marketplace is in the midst of a fundamental shift. We must keep pace with their needs and communicate with them in meaningful ways across multiple channels. Because Cordial was built with the dynamic customer in mind, it enables us to quickly convert our data into actionable insights to improve both the customer experience and our results."

- Andrew Watt, Director of CRM, 1800 CONTACTS

TECHNOLOGY CONSOLIDATION

Most legacy providers, and even some next-gen solutions only handle one aspect of personalized messaging. The ESP handles promotional email, the trigger provider handles automations, and yet a different company handles transactional messages. Not only is this complicated and expensive, it's inefficient. Marketers need to learn different technologies, export data from one platform to another, and manage different message templates.

Cordial combines promotional, triggered, transactional, and lifecycle messaging into one platform enabling marketers to easily manage every customer touchpoint from one UI. Consolidation creates immediate efficiency gains and enables marketers to spend less time on arduous tasks like segmentation and more time on creating amazing customer experiences.

1800 contacts

1800 CONTACTS was using two different providers for promotional and triggered messages. They also had an in-house solution for transactional messaging. 1800 CONTACTS was able to consolidate all of their messaging into Cordial, helping to simplify their technology stack and operate more efficiently.

DRAG-AND-DROP EMAIL BUILDER

Cordial's Sculpt Editor makes the platform's most advanced personalization capabilities available in a user-friendly drag and drop editor. Sculpt puts the power back into the hands of the marketer, allowing users of all technical abilities to easily create dynamic message templates and save them in a searchable library, making campaign creation a breeze. Developers also maintain the ability to edit templates on a code-level giving ultimate flexibility to every person within an organization.

COOLA

COOLA used Sculpt to build over 25 custom email content blocks in under a week, enabling them to cut email creation time down from days to minutes.

MACHINE-LEARNING

Cordial Experiments uses machine-learning to programmatically test and optimize promotional and triggered messages in real-time, enabling marketers to test multiple variations of messages, even at low volume, without waiting for an answer. The algorithm automatically shifts message volume to the highest performing variant, removing the need for time-consuming, manual A/B testing. Experiments can also optimize for different metrics depending on your business objectives. Publishers can optimize for opens and clicks, while retailers can optimize for orders and revenue.



Cordial Experiments allows us to test multiple subject lines at once and Cordial automatically shifts volume to the variation that is performing best. This has helped us quickly validate that we are moving in the right direction and making the right calls.

- Tammy Williams, General Manager, Daily Insight Group

CLIENT-FIRST SERVICE ORGANIZATION

We try our best to live up to our name, which is why we strive to create a “Cordial” experience for all of our clients. Our dedicated service team is with you from day one, assisting with migration, onboarding, deliverability, data mapping, campaign creation, and optimization. We don’t just focus on production, we take a holistic view of your business to help with process improvement and speed to market.



“Cordial is a true partner, invested in our success and it shows in the success we’ve had to date. They care about the success of our business and it shows in the level of service that they provide.”

- Mike Beckham, Chief Operating Officer, Quibids

DELIVERABILITY MANAGEMENT

Cordial's deliverability services are supported by dedicated resources with 15+ years of deliverability consulting experience for Fortune 500 brands. Our approach is a blend of technology and consulting, proactively surfacing insights to clients, and working with ISPs directly on our clients' behalf in the event of a detected deliverability issue. Our efforts during and post ramp focus on list hygiene, engagement management and proactive consulting vs reactive issue mitigation.



"Cordial's deliverability team has enabled our business to scale up to 12MM customers and customize our communication to each customer to achieve maximum inbox success."

- Nate Muller, VP, Product, Humble Bundle



We experienced a drop in our deliverability to Google Mail Servers. Cordial was fast to catch it and quickly gave a strong recommendation on how to fix it. We spoke to multiple members of their deliverability team and they helped us adjust our send structure, clean our list and migrate to a new domain. We were able to quickly recover our deliverability score and correct all of the issues."

- Michael Cameron, VP, Marketing, Blinds Galore



CORDIAL IS THE LAST EMAIL PLATFORM YOU WILL EVER NEED

JOIN 150+ INNOVATIVE BRANDS
THAT SEND BETTER EMAIL WITH CORDIAL

SCHEDULE A DEMO

CHAT LIVE

Lenovo

CHEF'D

COOLA

logitech

The
MIGHTY

Humble Bundle

teleflora

IMPERFECT
produce

Shoes of Prey

LA QUINTA
INNS & SUITES

SKLZ

FRESHLY

ZY

GOVX

JIBJAB

REVOLVE