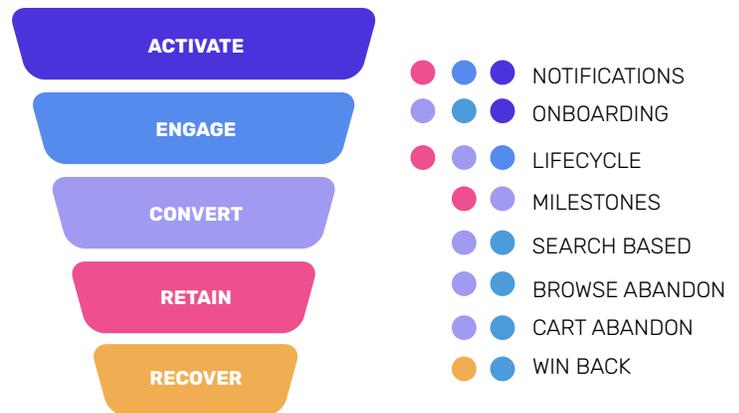# Cordial

PERSONALIZED
TRIGGERS AND
AUTOMATIONS

ACQUIRE, ENGAGE, RETAIN

LET CORDIAL CREATE REAL DIFFERENTIATION IN YOUR BUSINESS WITH SMART TRIGGERS

Trigger marketing is a crucial strategy for brands looking to deliver personalized marketing experiences to customers. **Simply sending a scheduled email blast at 9am on a Tuesday will no longer make the impact savvy, modern-day consumers are craving.** It's now your job to figure out how to create a dynamic, timely, personalized experience for every customer in your database, at every touchpoint of their buying journey.

Cordial offers a robust trigger solution for brands allowing them to deploy many different types of personalized messages that guide their customers through the funnel from acquisition to loyalty and retention. Using smart templates, **Cordial enables marketers to use real-time customer data to generate 1:1 personalized messages that send the right message to the right person at the right time.**

Funnel

- ACTIVATE
- ENGAGE
- CONVERT
- RETAIN
- RECOVER

- ● ● ● NOTIFICATIONS
- ● ● ● ONBOARDING
- ● ● ● LIFECYCLE
- ● ● MILESTONES
- ● ● SEARCH BASED
- ● ● BROWSE ABANDON
- ● ● CART ABANDON
- ● ● WIN BACK

TAKE BACK CONTROL

IT'S YOUR DATA, USE IT THE WAY YOU WANT!

"UN-BLACK BOX" YOUR DATA

Some trigger solutions keep all of your data in a locked black box, restricting access to your most valuable asset. Cordial lets you take back control of your customer data and use it the way you want to. Seamlessly add data to Cordial through our REST API or JavaScript tag and use it for triggers, retargeting, promotional email, segmenting, and testing.

TRIGGER
USE CASES

BROWSE ABANDONMENT

A consumer has taken the time to visit your site which means there is interest, but it's not yet determined if they are ready to purchase. The job of a browse abandonment trigger is to accelerate the buying process and move consumers from interest to intent.

Cordial enables brands to trigger messages based on virtually any data point giving you ultimate flexibility. Typical use cases for browse abandonment messages include a click or browse event such as a category view or product click. You can also insert personalized product recommendations into your message or layer in POS data to present a personalized promotion that inspires action.

SEARCH ABANDONMENT

Visitors who search for a particular product or category have a specific goal in mind, which illustrates some level of intent. Abandoned Search messages are a powerful way to capitalize on these customer actions and serve shoppers with relevant content to help incentivize action based on their keyword interests.

When combined with browse and cart abandonment messages, marketers can be far more exact in their personalization campaigns.

SKLZ》

INCREASED EMAIL REVENUE BY 760%
USING BROWSE BASED TRIGGER MESSAGES

READ THE CASE STUDY

TRIGGER
USE CASES

ANNIVERSARY

Anniversary messages are triggered based on a predefined event like a birthday or first signup date. This is an excellent way to build loyalty with frequent customers or re-engage users who have not visited in a while.

FIRST PURCHASE

BIRTHDAY

WEDDING

SIGNUP

HOLIDAY

LIFECYCLE

The customer journey is no longer linear, and it's always changing, which creates a scalability problem for marketers. Automating as much of your messaging program as possible is the key to freeing up valuable resources to be creative and strategic.

Lifecycle triggers offer an exponential return on engagement, whether it's early lifecycle, rewards-based triggers, or late lifecycle milestones. It's not set and forget. These sequences are streamlined with Cordial's automation, orchestration, and proprietary test algorithms and can be programmed, personalized and optimized with machine-learning. Squeeze the most value out of these behaviorally driven interactions and do it real-time.

40%
MOST MARKETERS SEE A 40% COST SAVINGS BY AUTOMATING TRIGGERED LIFECYCLE MESSAGES

TRIGGER
USE CASES

ABANDONMENT

Abandonment messages are sent to visitors who visit your site or app but leave before completing the desired task. The task could be anything from visiting a web page, performing a search, adding an item to the cart, or abandoning the sign up process. Cordial can populate abandonment messages with relevant content, product recommendations, or personalized promotions using real-time data collected about the customer during their visit.

Event-based triggers, such as abandonment, are the powerhouse behind real-time engagement and will produce 2X the response and engagement rates of latent communications.

2X
REAL-TIME ABANDONMENT TRIGGERS PRODUCE 2X ENGAGEMENT OVER LATENT COMMUNICATIONS

CART ABANDONMENT

74% of carts were abandoned in 2016 which represents over $4 trillion in lost revenue. This is not surprising when you realize that 99% of shoppers don't make a purchase on their first visit to a website.

Cart abandonment messages are a powerful tool to re-engage shoppers with personalized incentives to purchase. In the age of showrooming and webrooming, having an effective cart-based trigger solution is vital to both in-store and online conversions.

74%
74% OF CARTS WERE ABANDONED IN 2016, REPRESENTING $4 TRILLION DOLLARS IN LOST REVENUE

TRIGGER
USE CASES

WELCOME SERIES

A triggered welcome message or welcome series is one of the first touchpoints a customer (or potential customer) has with your brand, so it's important that these messages are personalized and engaging. An average customer email database will churn 65% of new users in the first 60 days so it is critical to engage users quickly with personalized messages that inspire action, promote first purchase, or educate.

Cordial enables brands to easily create a series of messages that are sent based on flexible "if/then" statements. Messages are programmatically personalized at the time of send, so there is no need to create multiple variations of the same static message for different audience segments.

chicmarket

CHICMARKET **INCREASED ENGAGEMENT RATES BY 9X** WITH A PERSONALIZED WELCOME SERIES

"Cordial has dramatically changed how we think strategically about our business and the economies we will drive through automation"

- Mike Beckham , COO

WIN BACK

On average 66% of customers on a given email list will become inactive within 90 days of sign up. For this reason, it is vital to continuously run behavior-driven re-engagement and win-back campaigns during early lifecycle messaging.

45%
OF USERS WHO OPENED A WIN-BACK CAMPAIGN WILL READ A SUBSEQUENT MESSAGE

TRIGGER
USE CASES

TRANSACTIONAL

A transactional message is any communication that is generated based on a predefined event such as a signup or purchase. These messages are utilitarian in nature but serve as a valuable touchpoint for brands to promote further engagement.

Cordial is able to send promotional, triggered, and transactional messages from a single UI, all personalized at the time of send using real-time customer data. By using machine learning, Cordial gives marketers the ability to infuse predictive product recommendations for triggers or transactional messages that will help increase cross sell and upsell paths.

CROSS CHANNEL

Communicate with your customers on their terms. Cordial can trigger messages across devices. Use real-time data to trigger personalized SMS messages, in-app messages, push notifications, or web forms.

SMS　　**IN-APP**　　**WEB**　　**PUSH**

OPTIMIZE WITH CORDIAL EXPERIMENTS

Cordial Experiments uses machine-learning to programmatically test and optimize hundreds of automated/triggered messages and automatically shift message volume to the highest performing variants. This is not A/B testing. There is no statistical significance required due to Cordial's unique sampling and testing methods.
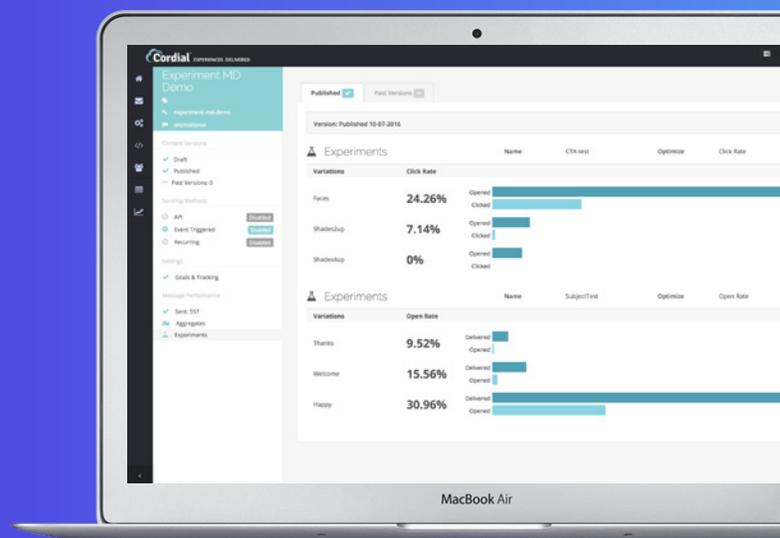
INTEGRATIONS WITH LEADING TECHNOLOGIES

Cordial supports integrations with leading tag management solutions, customer data platforms and Ecommerce applications to enable integrations within hours, not days or weeks.

Segment   [P E R S A D O]

TEALIUM   Magento

plivo   shopify

CORDIAL IS THE LAST EMAIL PLATFORM
YOU WILL EVER NEED

SCHEDULE A DEMO   CHAT LIVE

JOIN 150 INNOVATIVE COMPANIES WHO
SEND BETTER EMAIL WITH CORDIAL

REVOLVE   SKLZ»   QuiBids

GOVX   JIBJAB   LaQUINTA INNS & SUITES   teleflora   ZY