



# CONNECT YOUR ENTERPRISE TO YOUR CUSTOMERS

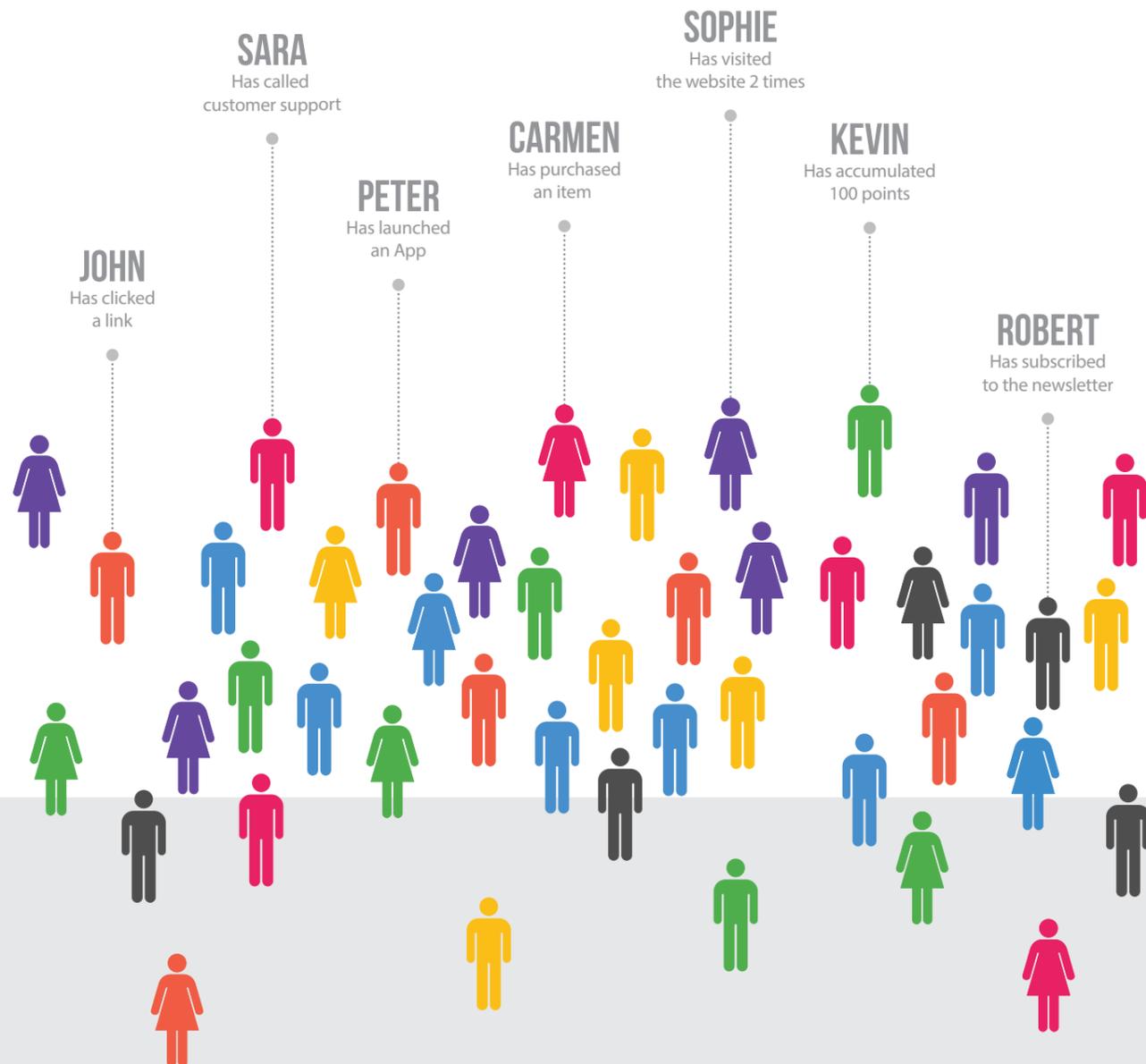
Connectif is Enterprise Software with  
a Data heart,  
a Marketing brain  
and Analytical foresight

Start the conversation at [info@connectif.es](mailto:info@connectif.es)



# CAPTURE, ACT, ANALYZE, ITERATE

Connectif captures data from every customer touch point and provides a customer journey mapping tool to plan the perfect experience. then it lets you analyze the resulting KPIs over time



## LET US SHOW YOU HOW WE DO IT, STEP BY STEP

Let's begin with an overview. Below are just a few examples of the channels that your customers may use in order to interact with your brand or product.



### WEB

On your website, they navigate, read articles, buy products, leave comments.



### MOBILE

In your Apps, they express their interests, passions, feelings, skills.



### ERPS & CRMS

In your ERP, they leave traces, through interaction with your support team, by paying bills, purchasing, requesting help.



### SOCIAL & CLOUD APPS

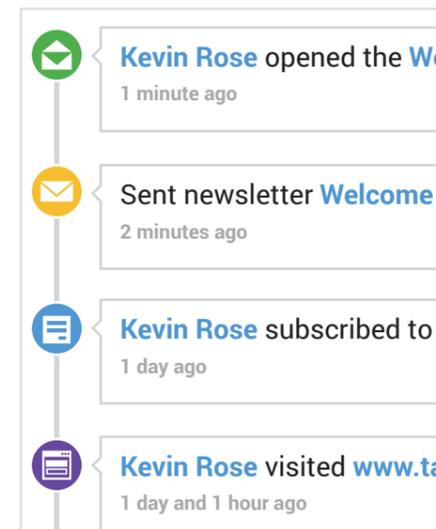
In social networks, they mention your brand, thank you, complain.



### EMAIL MARKETING

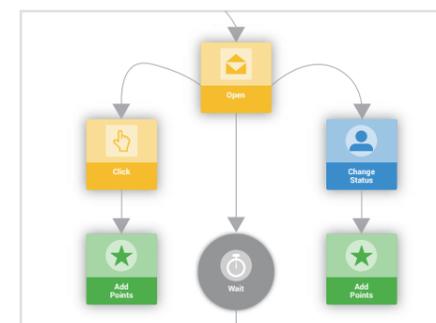
Through your newsletter they indicate their interests, become loyal, remember you and your brand.

## A DIGITAL TRAIL THAT DESCRIBES YOUR CLIENTS



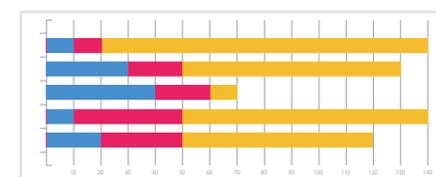
The data that your customers generate through each interaction with your channels is a description of their behaviour and preferences. Most organizations are expert in creating data, but not in sharing it internally. Valuable data is thus relegated in data sylos that miss the opportunity to know your client in all the contexts that you provide. With data sylos, you miss the opportunity to provide a tailor-made brand experience. Connectif's data layer eliminates all data sylos in your enterprise and integrates all the data from all channels in a single, structured, actionable repository. With no changes required in your current systems.

## A TRAIL GENERATES EVENTS AND EVENTS ARE ACTIONABLE



A common repository provides structure, a workflow brings you action. Connectif's workflows help you define a path of actions and reactions in order to establish a conversation that responds to the customer's behavior in real time. This is Marketing Automation in its most advanced state.

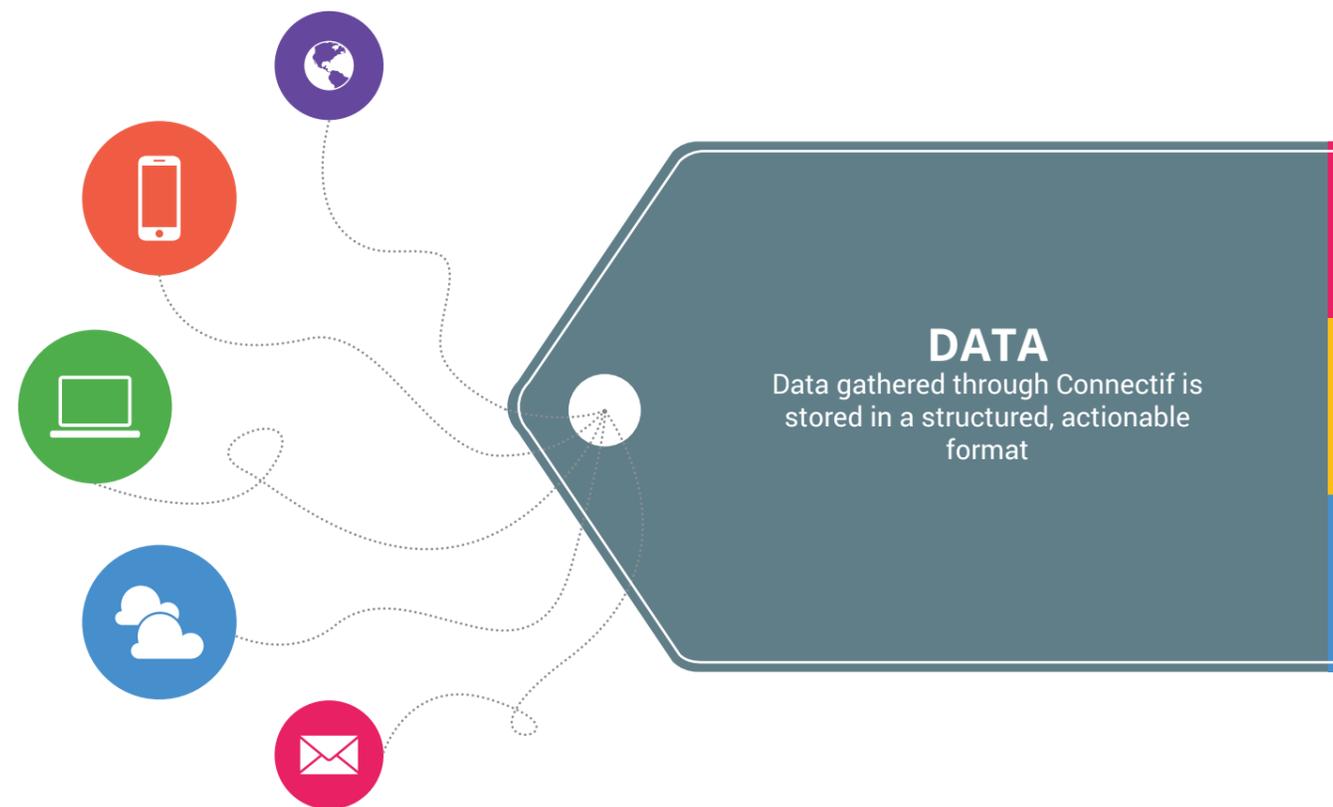
## ACTIONS CAN BE MEASURED



Connectif measures everything and gives you the tools to analyze your strengths and weaknesses so that you may achieve increasingly better results.

# DATA FROM ANY CUSTOMER TOUCH POINT

Gather data from any application or channel through easy to use Connectif connectors



## DATA FROM CUSTOMERS

Data can be gathered directly from the channels that represent a touch point with your customers. For example, a website, a form, a shopping cart, a Mobile application, a newsletter. All represent direct input methods.

## DATA FROM THE ENTERPRISE

There are other channels that may not be as direct. Your ERP or your CRM, may represent data sources that traditionally do not receive direct customer input but need to be updated by an operator. This data can also be directly routed to Connectif without duplicating operator effort.

## HOW CONNECTIF CONNECTS TO ANY APPLICATION IN YOUR ENTERPRISE

It's not magic, but it may look like it. We do it by using well known industry standards. There are three basic mechanisms that Connectif takes advantage of in order to ensure that the data from your company gets assembled in a centralized repository.

### 01 API

{.} The first mechanism is through API connections. An API is the acronym for Application Programming Interface and it can be understood as a way that any external program has to ask questions and get answers from an application. Thus, if you are using SAP as your corporate ERP, Connectif can ask questions to its API about the information that it stores about the customers, inventory etc... and receive answers that it can use immediately in the workflow, or store in its repository for later use if the appropriate conditions are met.

### 02 WEBHOOKS

⚙ Asking questions through APIs is fine, but sometimes we want our applications to be a bit more proactive. Here comes the second method, called WebHooks. Think of a webhook as a way for your corporate applications to send information to Connectif, without Connectif having to ask the question. By registering once the type of information that we want to receive, your applications will be able to send it as soon as they have it, without having to wait for Connectif to ask for it. In the SAP example, we may want to know immediately when a new customer joins. SAP would send us that information through WebHooks.

### 03 JS

</> In environments such as websites or Apps we can also use a method of data gathering that is similar to the way Google Analytics works. By adding a snippet of code to your website we will be able to track user browsing behavior, actions and data, such as what items were purchased. It is not an API but it is just as effective, and it can be very flexible since you define what data and what events you want to listen to. This same method of adding snippets of code, can be applied not only to websites, but to any type of application, including mobile Apps or legacy systems. Virtually any application can be integrated with minimum effort.



## THE BENEFITS OF INTEGRATING WITH CONNECTIF

Your existing enterprise applications become more intelligent because you program their behaviour by configuring the flow of information from one to the other

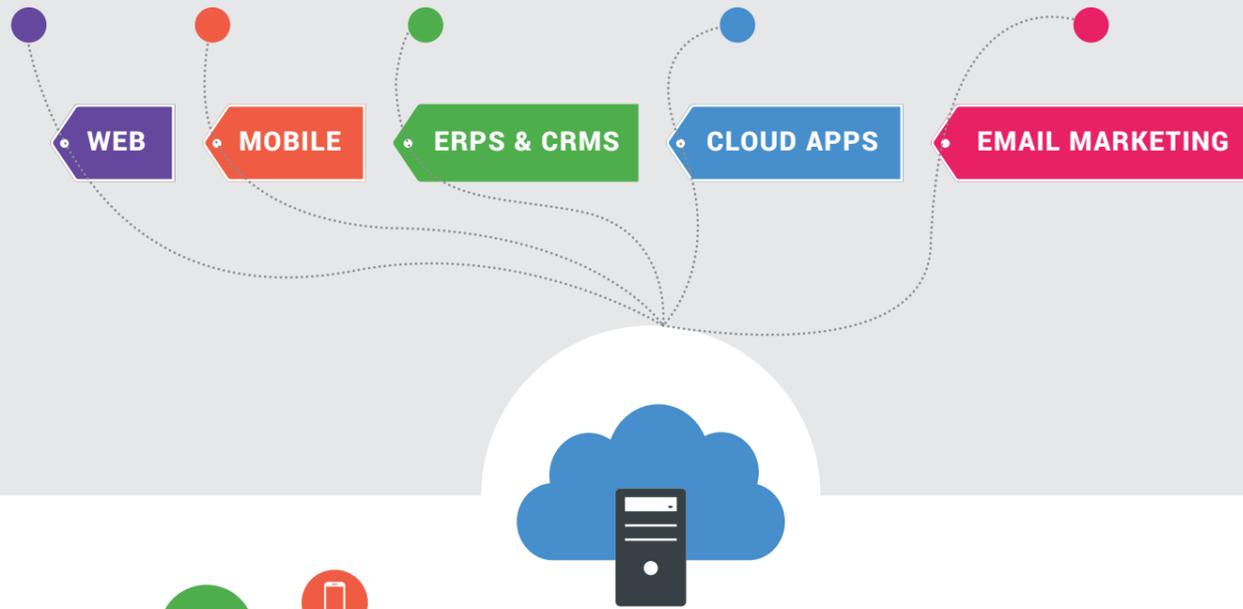


You do not have to change your existing applications in order to have a full vision of what your customers do throughout all of your channels.

There is also another important implication. Just as Connectif can receive information from your application, it can just as easily, and using the same methods, send it back to them or transfer it from one to another. Thus, you can use Connectif to gather information, enrich it through actions and then redistribute it to the specialized applications that will thus take advantage of information that otherwise they would not have. With almost no effort, you have essentially synced your whole enterprise.

# STORED IN ONE COMMON REPOSITORY

The Data that is stored is tagged and structured to be consumed immediately or in future scenarios



## SHARABLE

The information stored is available to all the applications in your enterprise through API integrations



## ENGAGEMENT READY

Your data is stored in a ready to use format that is understandable by all the applications in your Enterprise and Connectif's workflow.

## A COMMON REPOSITORY, WHY IS IT IMPORTANT?

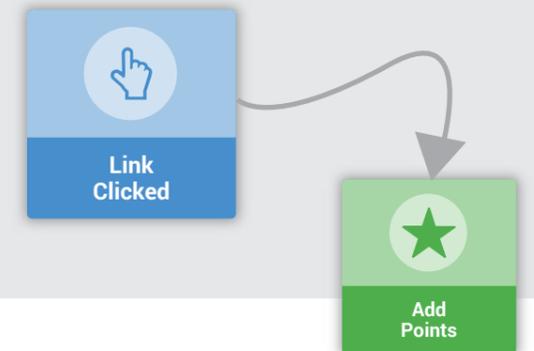
The number of ways in which we can connect to our customers has increased exponentially and the path to insights is fragmented. The data we produce is inconsistent, disconnected and conflicting. If we rely on this type of data, our decisions will be just as bad.

Marketing needs data that is consistent and reliable so that our decisions are reliable and in real time, so that our decisions can be fast as well.

Connectif provides the means to gather the data in a single access point with standardized protocols and with structure that the whole enterprise can understand. Make your data available and actionable by all, so that you can really get the full advantage of Big Data.



In you Workflow, events and actions are represented as draggable elements that when connected will represent the map of your customer's journey



## READY FOR ENGAGEMENT. HOW?

Data is ready for engagement when it is actionable.

Every single bit of data that Connectif collects becomes actionable within its workflow, because it is served to it as an event.

As an example, If Kevin is the name of your customer, and Kevin clicks on a link in your email, that action will generate an event in Connectif. Now imagine that you have decided that every time that a click event occurs, you will increase your customer's value by adding 10 points to his score.

In the workflow that represents your customer journey, you would drag the click event on the canvas, and connect it to the Add Score

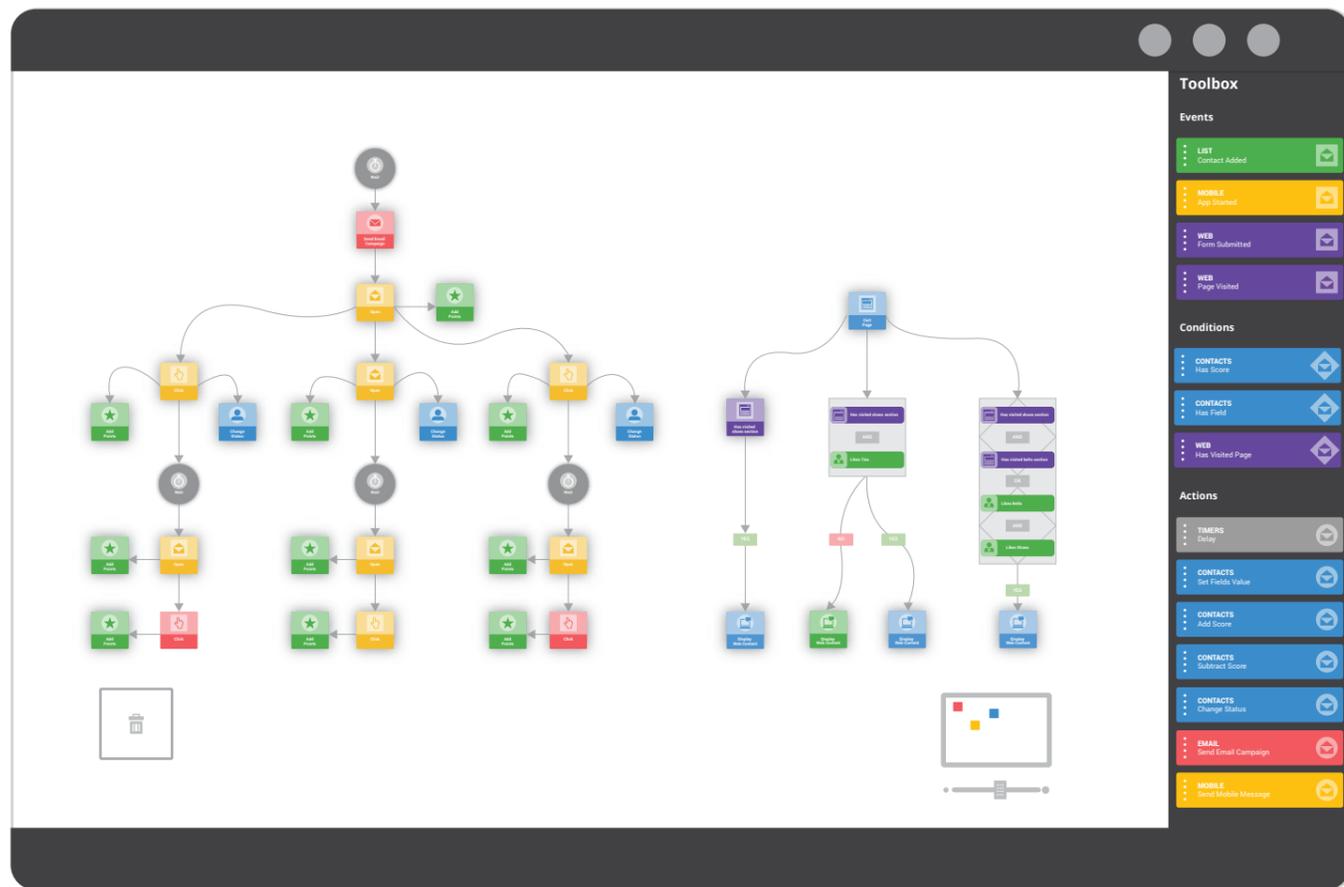
action.

The workflow is the place where you decide if you are interested in the events generated by your customers. Since all data collected is also accumulated in a historical repository, you will also be able to react to events after having consulted historical facts to better determine if you want to act on them or not.

Engaging immediately or based on historical conditions is what a workflow helps define. We call these workflows Customer Journeys as they are a powerful way to engage with your customers, and interestingly, allow you to shape the direction of the journey in real time.

# ACTIONABLE THROUGH WORKFLOW AUTOMATION

Where you can manage your customer journey



## MAKE THINGS HAPPEN, BE A HERO

You are in control of the conversation. Drag Events that you want to react to onto the workflow canvas and connect them to Actions that you want to take as a response. Repeat.

The actions and events are virtually unlimited. Every time you connect to a new source of data, you can define which events that source will provide you and what actions you want to be able to respond with.

Want power beyond what is available? We have you covered. Integrate with anything. With simple, easy to use wizards built for marketers, you will be unlocking data from any system. You will be a hero.

## WHAT IS A CUSTOMER JOURNEY

A customer journey is a very simple idea: a diagram that illustrates the steps your customer(s) go through while engaging with your company.

Remember Kevin from previous examples? Imagine that Kevin registered on your website a few months ago and since then he has been quite active. Today Kevin has decided to purchase one of the products that you offer on your website because he saw it featured in one of the newsletters that you sent him.

It was no accident that your email contained a product that Kevin was interested in. Thanks to one of the workflows that you created, you have been automatically following Kevin's evolution from a new contact to a recurring client, and adjusting your content to his behavior.

Based on the rules that you set-up in your workflow, with today's purchase, Kevin will join the VIP customer status and that will give him access to new features and discounts that you will send him through email or serve him as personalized content while he is browsing your website.

## LET'S SEE HOW THAT IS DONE IN REAL LIFE



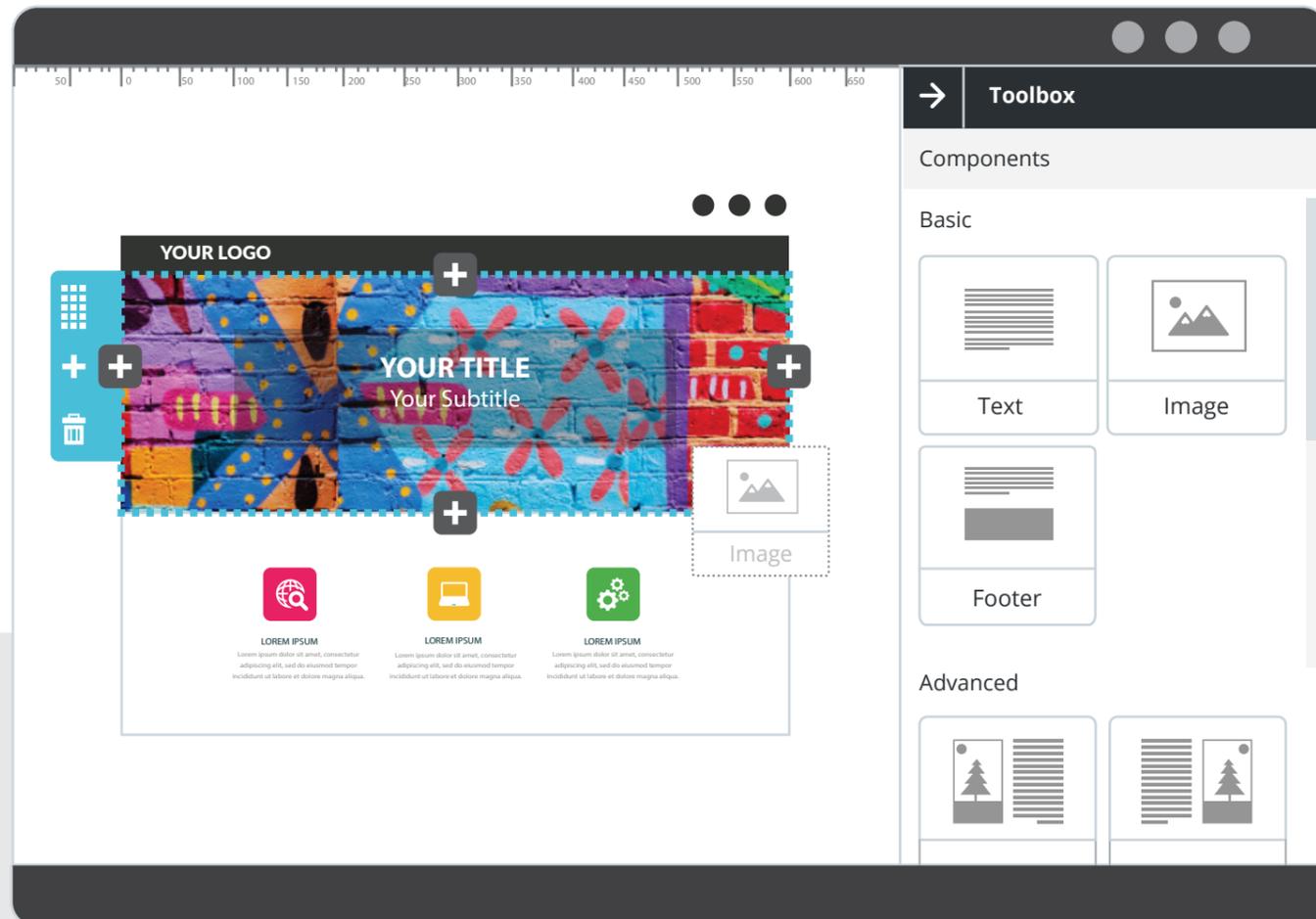
Every time Kevin clicks a button, navigates to a page or purchases an item on your website, the information is received by Connectif and stored in its database in a format that is structured and shareable. At the same time, it generates an event that can be captured in the workflow, and used to trigger a response (an action). Every time you integrate a new source of events, you can also define a series of actions that can be associated with that source. For example, if you communicate to your contact through email, the events that an email will generate are clicks (when a contact clicks on a link contained within your newsletter), opens (when a contact opens the newsletter itself), etc... These events (clicks and opens) are captured by connectif and made available in the workflow. If you want to respond to a click, you will be able to select from a range of actions, that span from actions meant to score the contact (such as: add points to his profile) to actions that are meant to interact with him (such as: send the contact a personalized email that takes into consideration the theme of the link that he has clicked). There are hundreds of predefined actions, but you can also define your own very easily.

But how does the event in this example gets communicated to connectif in the first place? If you are familiar with Google Analytics, you will probably know that in order to enable Google Analytics, you have had to add a simple snippet of HTML to your website. Connectif is no different, but much more powerful. You see, with Connectif, you will be able to track not only page visits, but also the actions taken on those pages, such as the purchase of items and what is more, track the identity of the customer that performs the action.

To enable this power, Conenctif uses a simple training tool that requires no coding and no experience. In 5 minutes, you can teach Connectif how to recognize a purchase, and the product that is being purchased will be stored along with the purchase event, so that you can later use that information to decide on how you want to interact with Kevin.

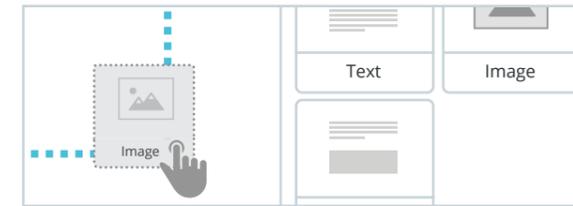
# WITH A PROFESSIONAL LOOK FOR ANY CHANNEL

Not only can Connectif gather information from any touch point, but it can also send back professional looking content to each one of them



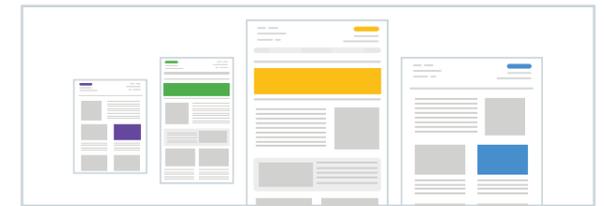
## MEET THE CONTENT EDITOR

Connectif will provide you with all the tools you need to create stunning content that can be displayed in any medium. From website content, to email content to mobile friendly content, we've got you covered.



### DO IT YOURSELF WITH EASY DRAG AND DROP

Creating your stunning newsletter is easier than ever. No tech skills needed. Just pick a template, change anything you want, add your images, text, personalized content and more to start communicating with your clients instantly.

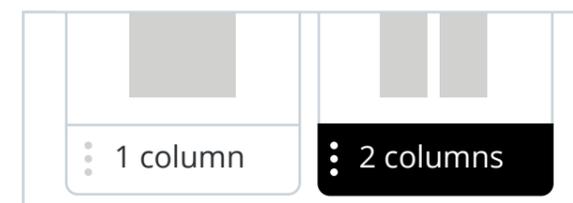
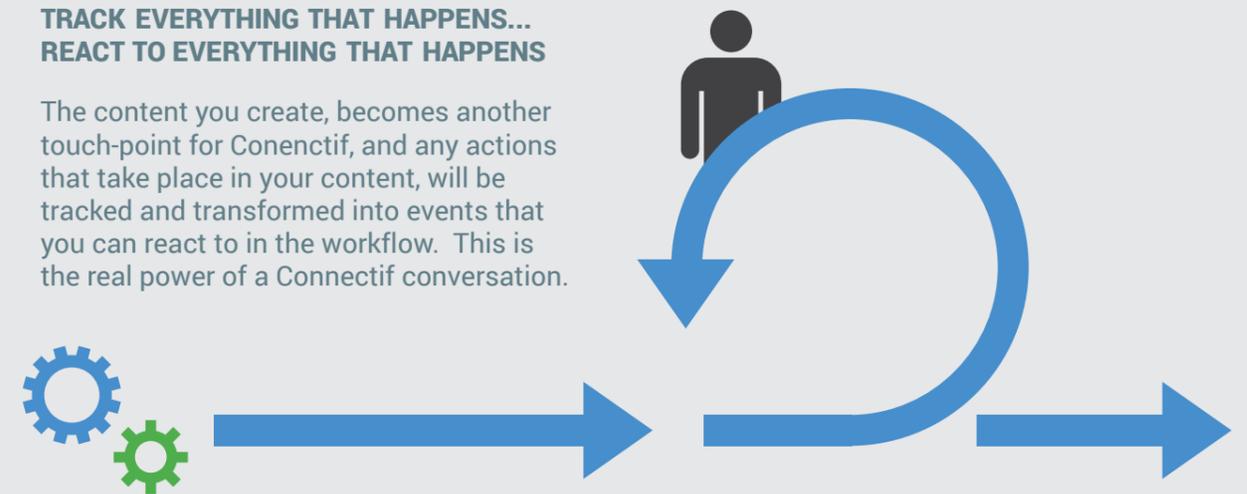


### CUSTOMIZE THE MESSAGE FOR THE CLIENT

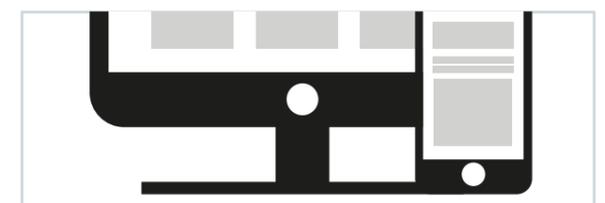
Each content you create is a template that can be personalized for each one of your customers through the use of Custom Fields. For example, send emails that start with "Hello Kevin" instead of "Hello there", and start a personal conversation with credibility.

### TRACK EVERYTHING THAT HAPPENS... REACT TO EVERYTHING THAT HAPPENS

The content you create, becomes another touch-point for Conenctif, and any actions that take place in your content, will be tracked and transformed into events that you can react to in the workflow. This is the real power of a Connectif conversation.



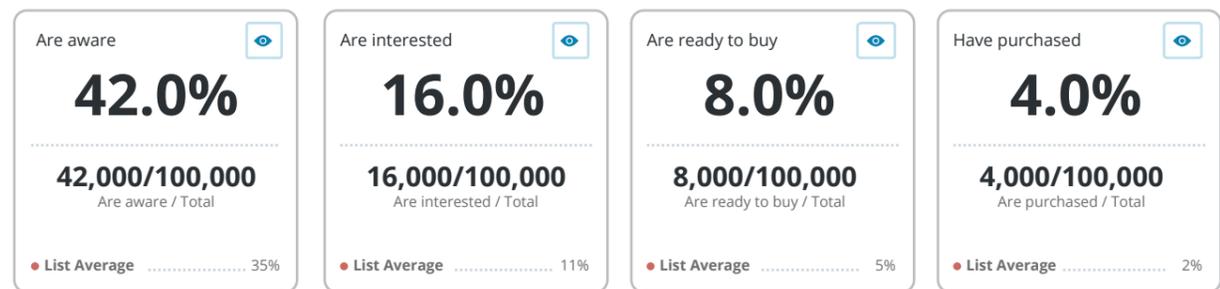
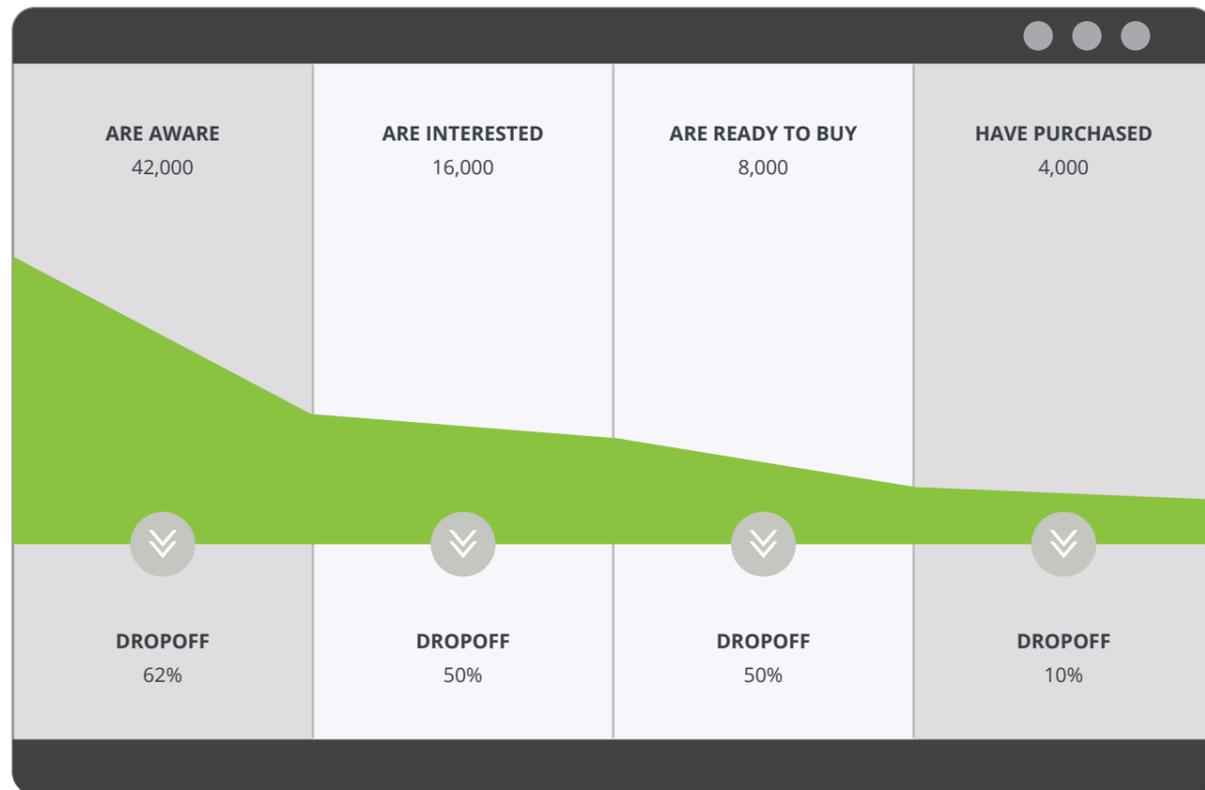
You are in control of the layout of your templates. Connectif makes it easy to create beautifully architected content.



Connectif is also responsive, so that you will look good, no matter the display medium.

# UNLOCK YOUR DATA, TO UNLOCK INSIGHT, TO UNLOCK GROWTH

If you are a data-driven marketing leader, Connectif is clean, trusted data upon which you can base your decisions

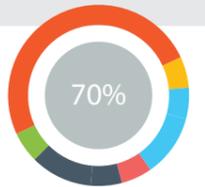


## WHAT IS MY ROI?

After you have mapped your customer journey and created a solid interaction plan, Connectif allows you to answer the real question that every marketer has: do my campaigns increase my ROI?

You can only improve what you measure and Connectif's funnels are the key. Funnels are a way to visually measure how customers move through any series of events that you have defined in your workflow. If you see that certain paths in your workflows do not perform towards the achievement of your goals, then it's time to take corrective actions and improve your workflows to achieve success. We'll give you all the tools to do just that.

Are aware **87%**    Are interested **76%**    Are ready to buy **24%**    Have purchased **0%**



## LEARN SOMETHING SURPRISING ABOUT YOUR CUSTOMERS

With Connectif, you can easily answer question such as:

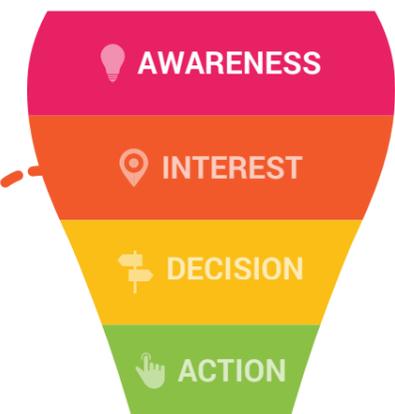
*"How many customers have visited my landing page then signed-up for my email and, of those that opened the email, then clicked on a link that brought them to the purchase page of an item and actually purchased that item?"*

The above answers can be really powerful, but there is a way to make the insights even more powerful. Instead of creating funnels that are based on sequences of events, Connectif also allows you to group events under the same category (we call them tags) so that similar events can be tracked as one, independetly of the channel that they take place in.

**CLICK + VISIT + READ = INTEREST**

For example, the event Visit, can take place through a web page or thorough an email or through an App. These are different events, but if they all have the same purpose, they all have the same tag, and can be grouped to gain overall insight as to what your workflow has achieved. Your funnels will then be able to

track sequences of individual events as well as as groups of events that have been tagged as having the same pourse. The end result is that you will not be lost in details but be able to determine the performance of a series of actions that have the same purpose even though the actions take place in different channels and as a result of a different sequence of events that lead up to it.



This will allow you to see the forest. See the trees. See everything.

With that knowledge, you can adjust your growth levers by learning where your customer's succesful journeys are , and eliminate the roadblocks that stop them from increasing their value.

Connectif measure results to build your success.



### Continue the conversation



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Connectif connects your enterprise to your customers and helps you lead the conversation