



Harness your data and create a 360 degree view of your customers

Use real-time data from anywhere in your marketing technology stack to create tailored customer experiences.

Benefits



Create more engaging customer experiences due to better access to customer data



Activate data from anywhere in your technology stack to create a real-time view of how your customers are interacting with your brand



Simplify campaign creation processes and operate more efficiently



Free up valuable budget by consolidating redundant marketing communication technology



Use data the second it is generated within Cordial for audience segmentation, message personalization, triggered automations, or content optimization

A recent study by Kleiner Perkins¹ reported that the average enterprise uses 91 marketing technology platforms, highlighting the complexity the modern marketing department faces. Most of these systems operate independently of one another and do not share data, making it next to impossible to create a unified view of your customer. This results in complicated internal campaign creation processes that stress marketing and technical teams and slow speed to market. Most importantly, it prevents you from creating tailored messaging specific to your customer.

Legacy marketing technology platforms exacerbate these issues by making it extremely labor intensive to organize and activate data from disparate systems. This also creates disconnected, inconsistent messaging and poor customer experiences.

Cordial Mosaic empowers you to harness your data and create a 360 degree view of your customers. Cordial Mosaic does this by:

- Capturing data, in any form, from anywhere in your technology stack, and enabling you to easily add it to the platform.
- Activating data in real-time, enabling you to access it within Cordial the second it is generated for audience segmentation, message personalization, triggered automations, or content optimization.
- Sending all marketing communications from a single platform, allowing you to consolidate and simplify your marketing technology environment.

The only moment that matters to a customer is “right now”, which is why modern messaging platforms need to use real-time data to respond in real-time. Cordial Mosaic acts as a hub where all of your customer and business data can be connected and activated. Data flows into Mosaic from wherever it lives in your technology stack and can be used immediately to create tailored customer experiences without external manipulation or file re-formatting. The power and flexibility of Cordial Mosaic enables brands to consolidate redundant technology, eliminate data silos, remove internal friction, and create customer experiences that drive bottom-line impact.

¹ <https://chiefmartec.com/2017/06/average-enterprise-uses-91-marketing-cloud-services/>



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

Andrew Watt
 Director of CRM
 1800 contacts*

Leverage insights, activate, and import your data



Cordial Mosaic Features

ACTIVATE DATA FROM ANYWHERE

Mosaic can ingest and process customer event, behavior, and purchase data from virtually any source. Use data from point of sale systems, connected IoT products, mobile apps, beacons, websites, product inventory, CRMs, CDPs and more. All data can be used in real-time to build tailored customer experiences.

QUICKLY AND EASILY IMPORT DATA

Mosaic is built on flexible architecture that allows you to easily add data to the platform. Pick the method that's easiest for you: REST API, Javascript SDK, Amazon S3 Buckets, SFTP or Kinesis stream.

ACCESS DATA THE SECOND IT'S GENERATED

Manual CSV uploads are a thing of the past. With Mosaic, data flows into Cordial in real-time, meaning you can react to customer behavior and actions the moment they happen and create experiences that drive measurable revenue impact. Trigger browse and event based messages, create dynamic audience segments that update in real-time, optimize message content based on opens, clicks, and engagement, and create tailored messages for every customer.

LEVERAGE INSIGHTS FROM CORDIAL ON OTHER PLATFORMS

Some platforms restrict access to the data they collect which makes it difficult to draw insights you can use in other areas of your marketing. Mosaic gives you full access to the data you collect and lets you export it to other platforms ensuring that every marketing communication is relevant and consistent.

PRO TIP

Create an audience segment of high-LTV customers in Cordial, then send it to Facebook and Instagram to retarget and drive additional purchases.

Learn how Cordial can help you create a 360 degree view of your business and your customers. Request a personalized demo at cordial.com/demo.