



# Create tailored customer experiences with drag and drop efficiency

Build personalized messages in seconds with no help from development or IT teams.

## Benefits



Simplify complex internal processes and operate more efficiently



Increase revenue by bringing more campaigns to market more quickly



Empower marketers and reduce dependency on development and IT resources



Create all messages using one user-friendly drag and drop UI



Accelerate message testing with machine-learning that continually optimizes messages

Your customers now expect every brand touchpoint to be catered to their preferences and past behavior. In fact, according to Blue Research, 94% of consumers have discontinued a brand relationship because of irrelevant messaging. The problem is that creating tailored customer experiences typically requires complex scripting and development support.

**The result:** Marketers are forced to fend for themselves and “partially personalize” their messages which can often lead to disjointed messaging and lost revenue.

**Cordial Sculpt is an intuitive message editor that makes personalized campaign creation fast and easy. Sculpt improves campaign creation by:**

- Making it easy to build messages with advanced personalization capabilities using an intuitive drag-and-drop editor.
- Giving teams with limited technical knowledge the ability to quickly bring campaigns to market with no development support.
- Leveraging machine-learning to make it faster and easier to test and optimize messages.



We've been waiting for a tool like Sculpt! Sculpt empowers our graphic designers to work more quickly and our email team to work more efficiently.

**Alexa Yoshimoto**

Retention Marketing Specialist

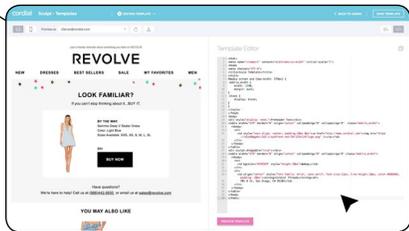
**REVOLVE**

Sculpt is an intuitive, 100% native, drag-and-drop message editor that harnesses the power and flexibility of Cordial's personalization engine. With Sculpt, you can create and save branded, personalized content blocks and build tailored customer experiences in minutes without support from development and IT teams.



01

Drag and drop message builder



02

Point and click customization



03

Device previews



04

Full code-level control

## Sculpt Features for Marketers

### **DRAG AND DROP YOUR WAY TO BEAUTIFUL MESSAGES**

Drag and drop pre-built content blocks from the block library into your message template to create highly customized layouts that match your brand, without ever writing a line of code.

### **CUSTOMIZATION IS AS SIMPLE AS POINT AND CLICK**

Edit and customize your content blocks using simple, intuitive form controls. Update colors with the color picker, change headlines and description text, add images from the image library, and much more.

### **CREATE 1:1 PERSONALIZED MESSAGES IN SECONDS**

Content blocks created with the Sculpt Editor dynamically pull in content based on real-time customer data so every experience is unique and personalized.

## Sculpt Features for Developers

### **FULL CODE-LEVEL CONTROL OVER CONTENT BLOCKS**

Developers can build reusable content blocks with total control over editable elements using variables. Just choose which elements you want to be customizable and add variables within the block markup.

### **BUILD CUSTOMIZABLE FORMS FOR EASY EDITING**

Build powerful forms that enable the marketer to customize the content with ease. You can control the section and field names, define the field types, such as text, color, or image library, as well as provide default values, giving you total control over how content is edited during message creation.

### **SAVE TEMPLATES FOR EASY MESSAGE CREATION**

Create and save templates to be used as a starting point for messages. Templates can contain any of your customizable content blocks as well as non-editable content such as headers and footers, giving you control over which elements of the message can be updated by the marketer.

Learn how Cordial can help you build personalized messages in seconds. Request a personalized demo at [cordial.com/demo](https://cordial.com/demo).