

Tailor every customer touchpoint with ease in real-time

A single, visual interface to create personalized customer experiences without requiring a dedicated developer

Cordial Podium Benefits



Give your customers the ability to purchase your products when and where they want



Create consistency by sending all marketing communications from the same platform



Drive more revenue with relevant, personalized communications



Build sophisticated, tailored message orchestrations that flex and adapt to changing customer signals



Tie campaigns to predefined goals and KPIs to drive engagement, purchases, and revenue



In-line analytics with Podium Insights, allowing marketers to see engagement alongside the campaign path

The customer journey, which was once linear, is now incredibly fragmented, with hundreds of touchpoints and micro-moments that make up the path to purchase. It is not uncommon for a person considering a product to conduct research on three different devices, see targeted advertisements on social media, receive emails and push notifications before making a decision. When these touchpoints are inconsistent, the customer experience feels disconnected and can often result in brand disassociation. To stay competitive you must deliver tailored experiences at the precise moment customers are ready to engage. And, be able to optimize your messaging and campaigns in real-time to identify opportunities for improvement.

Cordial Podium gives your customers the ability to purchase your products when and where they want. Podium does this by:

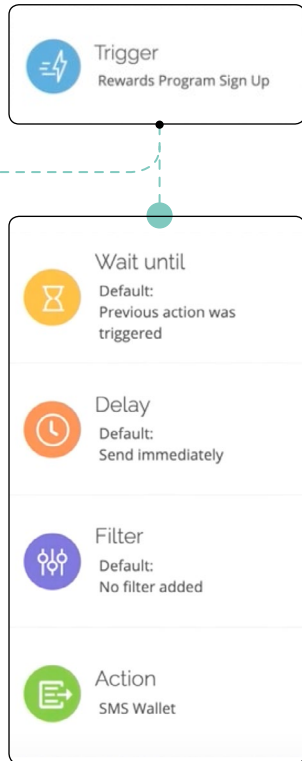
- Providing an intuitive visual interface to build and connect automated cross-channel campaigns that reach users the moment they are primed for action.
- Connecting email, mobile push, in-app, and SMS messages to create a seamless buying experience.
- Using limitless data sources and real-time customer behavior to personalize every step of the buyer's journey from acquisition through advocacy.
- Leveraging machine-learning to optimize every user touchpoint in real-time, ensuring that each interaction is tailored, relevant, and timely.

Podium is Cordial's intuitive, visual campaign orchestration layer that enables you to tailor sophisticated orchestrations that flex and adapt to changing customer signals. The ability to connect marketing messaging across email, mobile push, in-app, web, and SMS messages means you can reach your customers wherever they happen to be, and create experiences that drive towards a predetermined goal or KPI. All messages are personalized using real-time streaming behavioral and event data so each communication builds on previous interactions creating rich, nuanced brand touchpoints.

⚡ 145
total triggered

🚩 135
goal reached

📊 92%
goal percentage



Podium also includes Podium Insights, which displays engagement metrics in-line with the campaign orchestration. Podium Insights allows marketers to visually see where contacts fall within a particular orchestration as well as metrics as to the effectiveness of each campaign step and message, all without leaving the campaign orchestration layer.

Cordial Podium Features

PERSONALIZE EVERY STEP OF THE CUSTOMER JOURNEY

Use an unlimited amount of real-time data feeds from anywhere in your technology stack to create truly personalized communications throughout the customer journey. Welcome series, unique promo codes, re-engagement campaigns, there's no limit to what you can create in Podium's user friendly visual interface.

CREATE SEAMLESS, CROSS-CHANNEL BUYING EXPERIENCES

Creating consistency is an important part of building trust and brand loyalty. With Podium you can connect email, SMS, and, in-app, web, and mobile push to ensure that your customers can purchase your products when and where they want.

RESPOND IN REAL-TIME TO CHANGING CUSTOMER BEHAVIOR

Respond to what your customers are doing instantly with message orchestrations that can be triggered by profile updates, real-time behaviors, or timestamps. Real-time communications ensure that relevant, engaging communications are delivered when your customers are primed for action.

CREATE MEASURABLE BOTTOM-LINE IMPACT

Ensure that every campaign is having a measurable business impact by setting goals and performance KPIs for each orchestration. View metrics and campaign stats directly within Podium's interface and easily share results with other team members to communicate wins.

INTEGRATED ANALYTICS TO OPTIMIZE CAMPAIGNS IN REAL-TIME

With Cordial's Podium Insights, marketers can visualize campaign metrics alongside their campaign without leaving the orchestration view. With Podium Insights, marketers can view analytics at every inflection point of the orchestration — delay, audience filter, actions, or "wait until" — to identify bottlenecks or drop off points. Marketers can even view multi-channel analytics to determine which channel drives the most engagement in a given orchestration.

Learn how Cordial can help you build impactful cross-channel customer experiences.

Request a personalized demo at cordial.com/demo.