Clicks to Conversions

with **SITECORE XM CLOUD, CDP & PERSONALIZE**
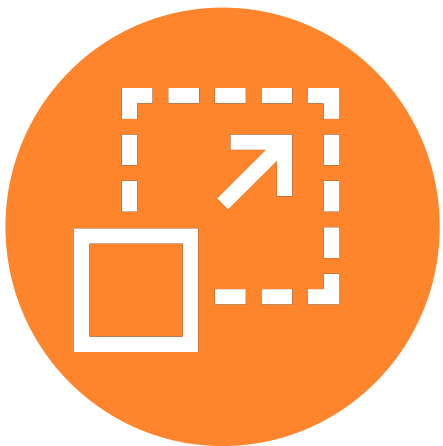
SITECORE®

XM Cloud

CDP

Personalize

REPLY CLUSTER

> **"** You've got to start with the customer experience and work back toward the technology, not the other way around. **"**

Steve Jobs

Apple CEO

WHY SITECORE XM CLOUD, CDP & PERSONALIZE?

UNLIMITED SCALABILITY & INTEGRATIONS
Fully cloud architecture ensures scalability and strong integration with Microsoft technologies

BEST-OF-BREED APPROACH
M.A.C.H. architecture **gives you the freedom to choose from the best tools** on the market today

SYNERGY BETWEEN CUSTOMER DATA & PERSONALIZED CONTENT
Deliver **more precise and contextually relevant contents** enhancing the overall customer experience and improving conversion rates

COST EFFECTIVE & LESS RELIANCE ON IT
Personalized marketing **cuts customer acquisition costs by 50%** and **43% of marketers** say they **are less reliant on IT** with a headless CMS

REPLY
CLUSTER

THE DIGITAL EXPERIENCE PLATFORM

XM Cloud

It is a major SaaS CMS available on the market. It provides **scalability** to handle varying workloads and **robust web content management** capabilities that allows **light-speed to market.**
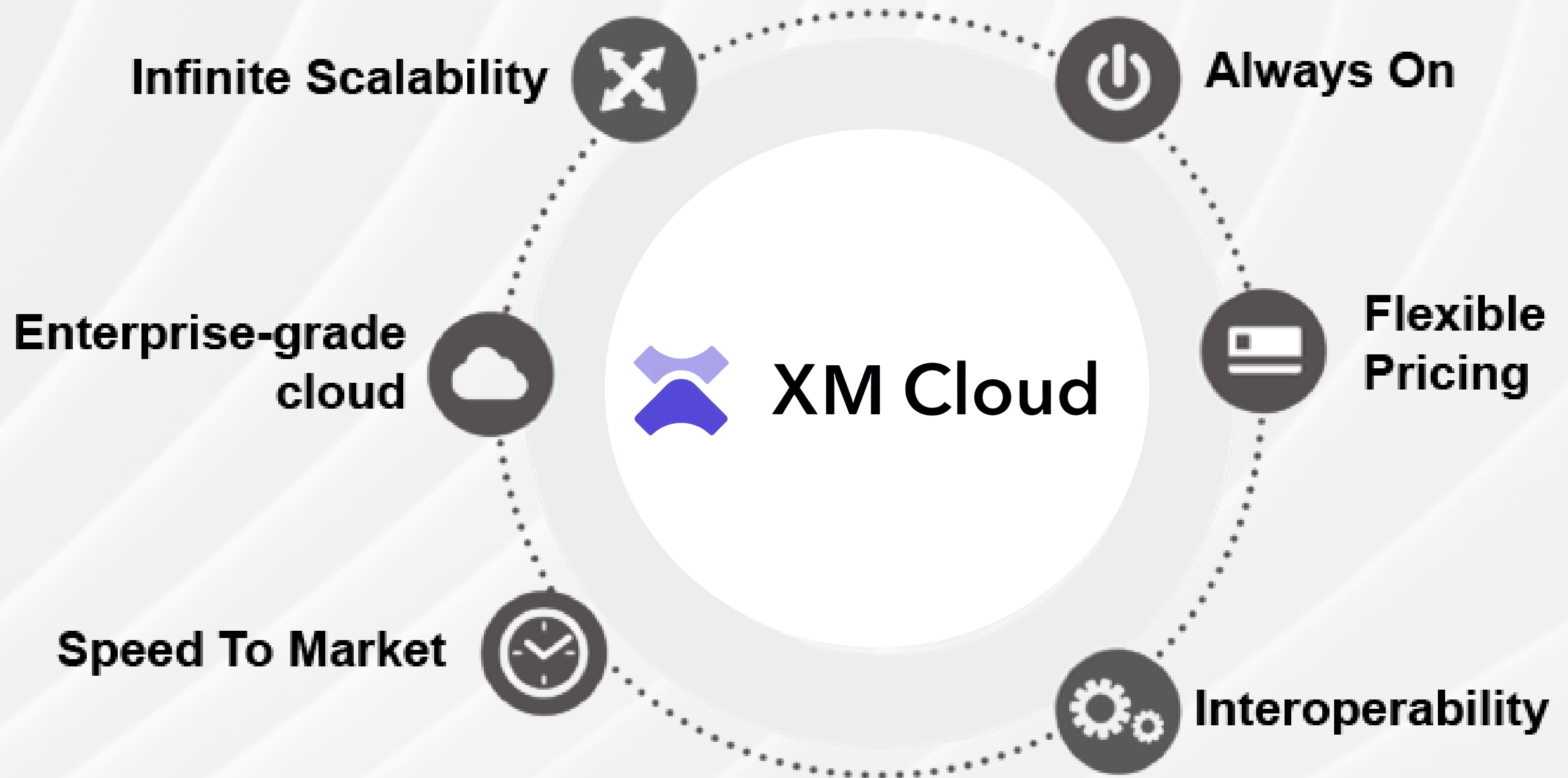
CDP

It aggregates and analyzes customer data from various sources and allows **more personalized marketing campaigns.**
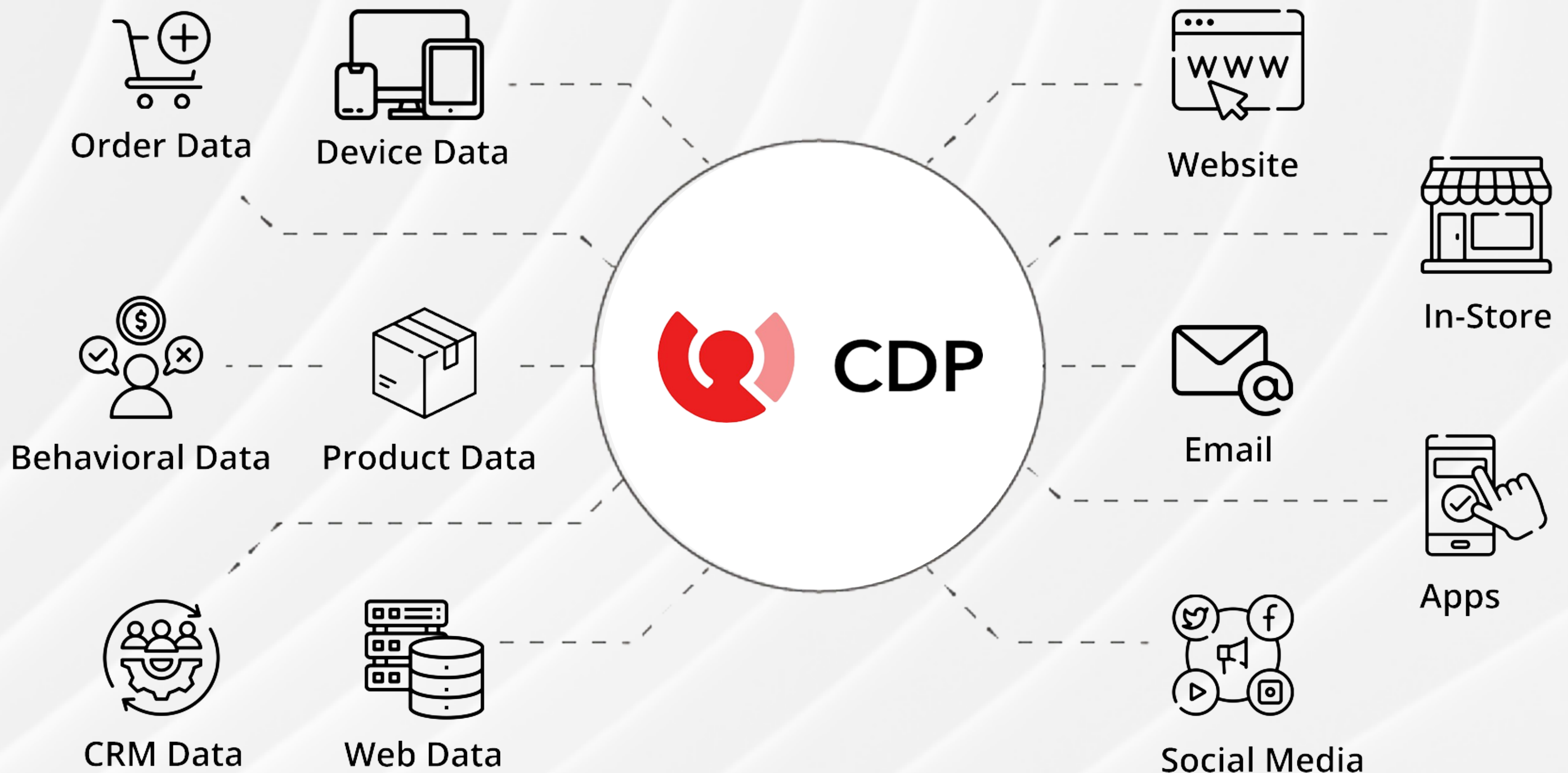
Personalize

It provides data-driven personalization and tools to optimize decision-making to **deliver tailored content and experiences.**

SCALE QUICKLY TO MEET CUSTOMER NEEDS

Infinite Scalability

Always On

Enterprise-grade cloud

XM Cloud

Flexible Pricing

Speed To Market

Interoperability

A **powerful, scalable** and **Headless CMS solution**
to deliver excellent digital experiences.

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CLUSTER

FROM DATA SILOS TO CUSTOMER EXPERIENCES

Order Data

Device Data

Website

In-Store

Behavioral Data

Product Data

CDP

Email

CRM Data

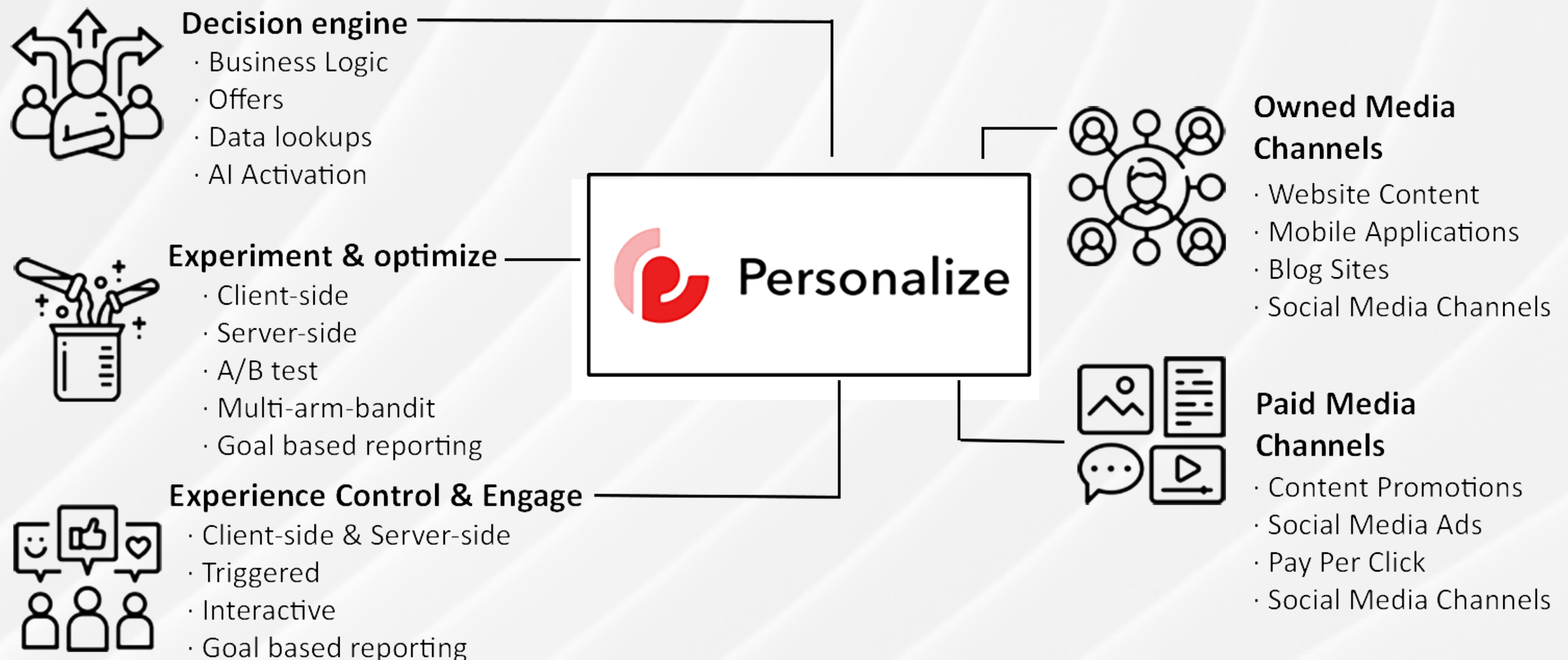Web Data

Apps

Social Media

Sitecore CDP consolidates **customer data** from various sources, providing a **unified view of customer interactions**, preferences and behaviors.

This comprehensive customer profile **enhances understanding and personalization capabilities**.

REPLY CLUSTER

PERSONALIZED CUSTOMER INTERACTIONS

Decision engine
· Business Logic
· Offers
· Data lookups
· AI Activation

Experiment & optimize
· Client-side
· Server-side
· A/B test
· Multi-arm-bandit
· Goal based reporting

Experience Control & Engage
· Client-side & Server-side
· Triggered
· Interactive
· Goal based reporting

Personalize

Owned Media Channels
· Website Content
· Mobile Applications
· Blog Sites
· Social Media Channels

Paid Media Channels
· Content Promotions
· Social Media Ads
· Pay Per Click
· Social Media Channels

Sitecore Personalize enables **real-time personalization** of content, allowing websites and digital experiences to **dynamically adapt** based **on user behavior**, **preferences** and **other contextual data.**

REPLY CLUSTER

TURN CLICKS INTO CONVERSIONS

Cluster Reply works with customers to understand their business needs and support their journey towards digital transformation.

We assign resources to develop services, methodologies and solutions that meet today's needs and provide added value.

By **leveraging cutting-edge technology to build lasting capabilities** Cluster Reply constantly strives to improve services, the way solutions are designed and delivered, and operation efficiency.

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WHY CHOOSE CLUSTER REPLY?

Crafting robust & tailored **Customer**, **Back-Office** and **Brand Portals**

Partners with **Microsoft** & **Sitecore** for **Cloud** & **AI** innovative solutions

Custom eCommerce portal creation, based on **Headless** CMS Capabilities

Digital Marketing and **Customer Engagement** enhanced by AI

Automated Marketing Campaign Tools using best-of-breed products

Omnichannel Customer Experience across multiple channels

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