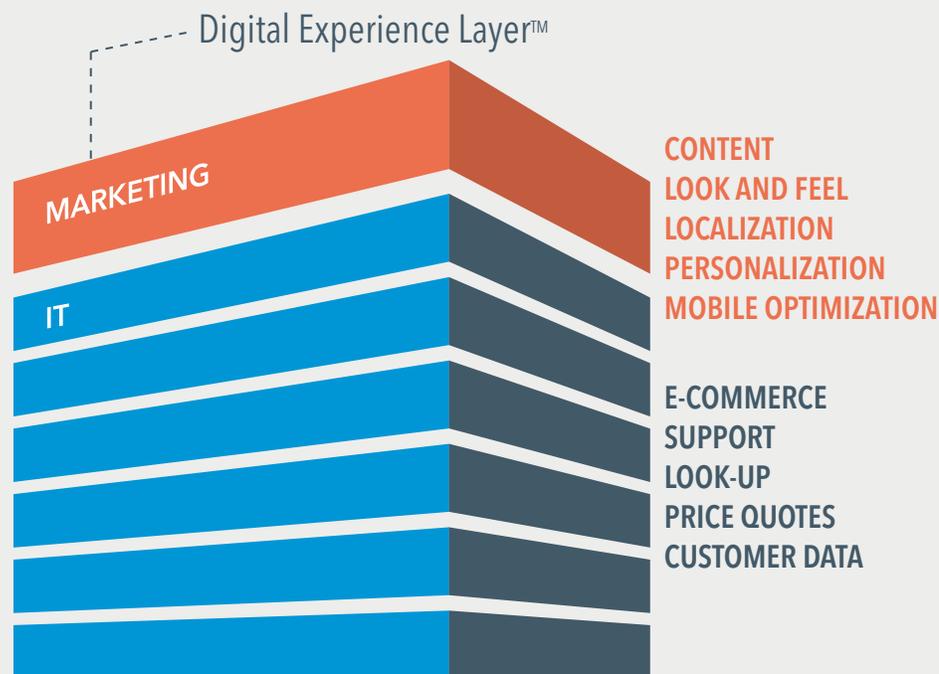


# CrownPeak™

WEB EXPERIENCE MANAGEMENT

## THE DIGITAL EXPERIENCE LAYER™

The key to delivering compelling, unified and relevant experiences



**88%** of consumers do online research before making a purchase.

B2B buyers complete **60%** of their buying decision using information they find online.

In order to influence the growing number of online customer touch points, great digital marketers need to control the entire digital experience. Until now this has been a major challenge because marketing teams have had to rely on existing content management platforms that are slow, complicated and outside their control.

### BUSINESS FUNCTIONS

E-Commerce  
Support  
Look-Up  
Price Quotes  
Customer data

### DIGITAL EXPERIENCE

Content  
Look and Feel  
Localization  
Personalization  
Mobile optimization

The result is **FASTER** launches,  
**MORE** control and **BETTER**  
experiences for your visitors.

### THE CROWNPEAK DIFFERENCE

BALANCING THE NEEDS OF MARKETING AND IT.

CrownPeak separates the marketing elements that drive the digital experience from core IT and line-of-business functions. This structure gives marketers the flexibility they need while ensuring that IT has the appropriate controls in place to ensure the security, stability and scalability of its infrastructure.

CrownPeak gives marketers complete control over the Digital Experience Layer™ and allows them to deliver exceptional experiences to their online visitors without relying on IT resources.

## EXCEPTIONAL DIGITAL MARKETING IS ...

## WITH CROWNPEAK YOU CAN...

### PERSONAL

Create digital content that is **RELEVANT** to each target customer, at the right time and in the right context.

Define audience segments and serve unique experiences to each including messages, content and offers.

### LOCAL

Continually test and tweak messaging to create a **COMPELLING** experience that integrates local messaging, images, offers, pricing, and more.

Test variants (content + context) and use real-time feedback to tweak for what works best, including support for multivariate testing (e.g., test different content in different regions, languages, etc.)

### MULTI-CHANNEL

Deliver a **UNIQUE** experience to all visitors on any device - mobile, tablet, desktop.

Leverage powerful responsive design templates to efficiently support a multi-channel presence by separating content creation from publication (any format in, any format out)

### INTEGRATED

Leverage information and intelligence from your entire **ECOSYSTEM** of business applications.

Exchange data with business applications via 80+ configurable pre-built Plug-Ins (CRM, analytics, marketing automation, content repositories...)

*"We went from being a disaster in digital marketing to having a huge strength there. The ability to make major changes overnight has revolutionized our ability to succeed in digital marketing."*

DIGITAL MARKETING EXECUTIVE, GLOBAL PROFESSIONAL SERVICES FIRM

