

THE GROWING IMPORTANCE OF AUTOMATED 'MULTI-CHANNEL' DELIVERY

MANUAL VS AUTOMATED



HOW MULTI-CHANNEL DELIVERY CAN TURN AROUND PERFORMANCE

MULTI-CHANNEL PUBLISHING

DELIVER CONTENT ACROSS ANY CHANNEL AND TOUCH POINT FROM A SINGLE SOURCE

85% OF ADULTS AGES 18-49 USE MULTIPLE DEVICES AT THE SAME TIME. (GOOGLE, 2016)

Source:

thinkwithgoogle.com/consumer-insights/online-video-trends-2017-media-plan/

FASTER TIME-TO-MARKET

STREAMLINE WORKFLOWS, SPEED UP EXECUTION, AND BOOST PRODUCTIVITY

71% OF COMPANIES SAY CLOSING MORE DEALS IS THEIR TOP SALES PRIORITY. (HUBSPOT, 2017)

Source:

stateofinbound.com/?__hstc=206292877e8443452a4e9a722ad15c73cd912ecd.1520947741876.1520947741876.1520947741876.1&__hssc=206292871.1520947741876&__hsfp=2044113959

UNIFIED EXPERIENCE

COMMUNICATE SEAMLESSLY WITH YOUR CUSTOMERS, FOR AN ENGAGING EXPERIENCE

90% OF CUSTOMERS EXPECT CONSISTENT INTERACTIONS ACROSS CHANNELS. (SDL, 2014)

Source:

sdl.com/about/news-media/press/2014/90-percent-of-holiday-shoppers-expect-consistent-brand-experiences-across-channels-and-devices-according-to-sdl-survey.html

NEED TO ACCELERATE YOUR MULTI-CHANNEL DELIVERY PROCESS? LEARN MORE HERE!

<https://pimcore.com/en/products/experience-manager/user-experience-management/features/multi-channel-delivery>