**THE GROWING IMPORTANCE OF AUTOMATED ‘MULTI-CHANNEL’ DELIVERY**

**MANUAL VS AUTOMATED**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Impact</th>
<th>Consistency</th>
<th>Experience</th>
<th>Productivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>MULTI-AGENCY INVOLVEMENT</td>
<td>DELIVERS IN DAYS LOWER ROI</td>
<td>MULTI-AGENCY INVOLVEMENT</td>
<td>DELIVERS IN HOURS HIGH ROI</td>
<td></td>
</tr>
<tr>
<td>REAL-TIME UPDATES</td>
<td>MULTI-CHANNEL PUBLISHING</td>
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<td>PRODUCTIVITY</td>
<td></td>
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</tbody>
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**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)


**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/?__hssc=206292871e8443452a4e9a722ad15c73cd92ecd11520947741876.1520947741876.1520947741876.1&__hstc=206292871e8443452a4e9a722ad15c73cd92ecd11520947741876.1520947741876.1520947741876.1&__hspf=2044113959

**UNIFIED EXPERIENCE**

Communicate seamlessly with your customers, for an engaging experience

90% of customers expect consistent brand experiences across channels and devices according to SDL survey.


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