



South Africa

# Mobile Marketing Cloud.

## For the Ultimate Omnichannel Customer Experience

When your customers know that you see them, understand them, and have the solution to their problems, they are more likely to keep coming back. What better way to assure customers how important they are to you than to send them customised, targeted marketing communications that speak to what they care about?

To drive business growth, loyalty, and differentiation of the ever-growing competition, companies need to engage on the channels most relevant to each customer throughout the entire customer journey.



**The Easiest Way to Communicate  
With Your Customers on All Channels**

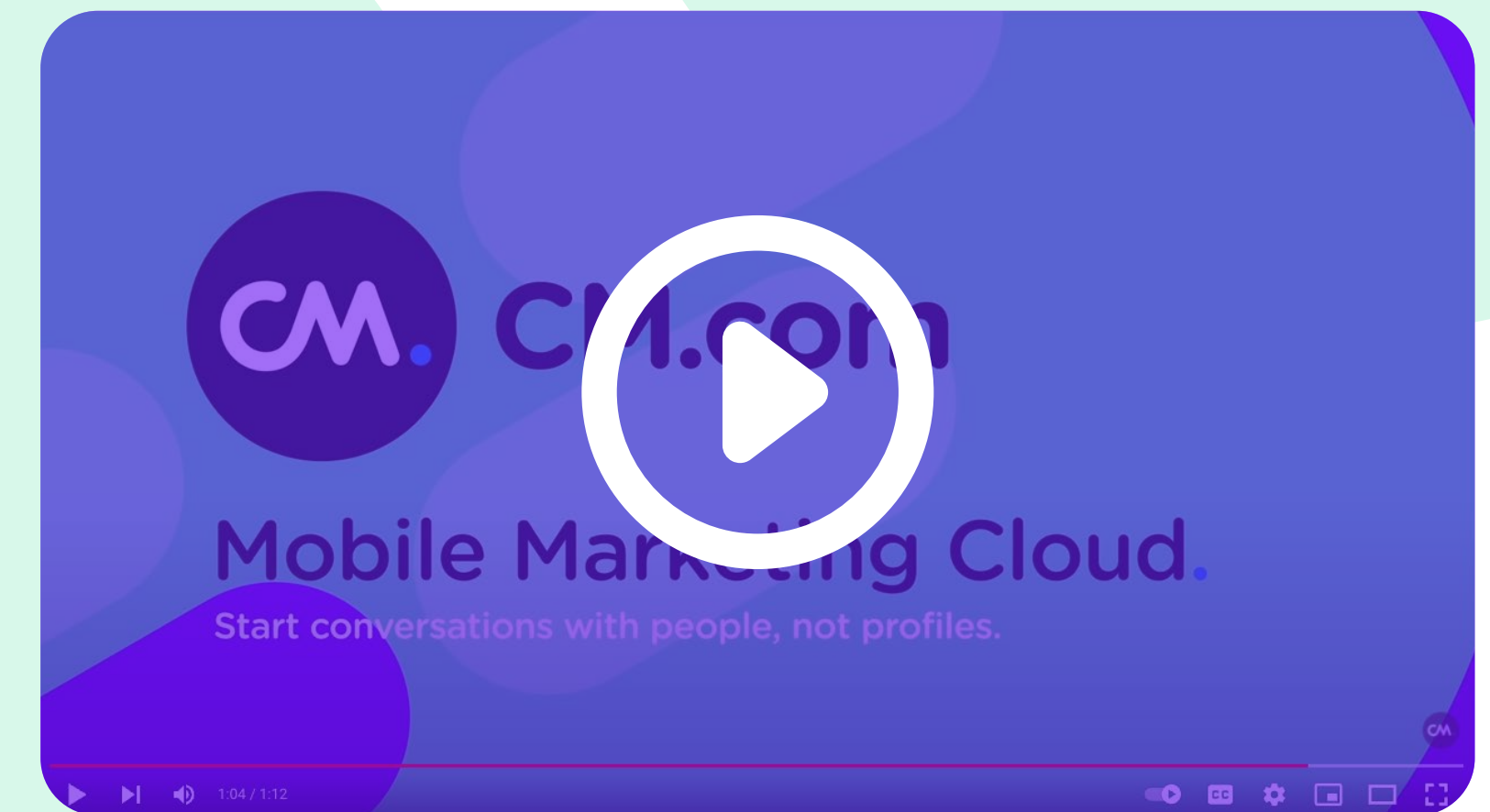
# What is Mobile Marketing Cloud?

While the word of automation is often seen as a shift away from a personalised, individual approach, the reverse is actually true. To create campaigns that talk effectively to your individual customer personas, demographics and psychographic groups would take a very large team of marketers and data scientists a very long time indeed.

Just ensuring your customer data is clean and properly segmented is a job function in itself, without then producing your campaign strategy, and then donning your creative hat to produce multiple campaign messages that are laser-focused on individual audience segments.

Then, of course, you need to consider the sheer volume of mobile messaging channels available to you. Which ones to focus on, how to keep your messaging consistent, and then how to distribute your efforts across them to ensure your customers all receive their personalised messages on their preferred channels.

Mobile Marketing Cloud is a marketing software solution that enables your business with everything you need to automate your marketing campaigns with relevance all while increasing engagement and conversion.

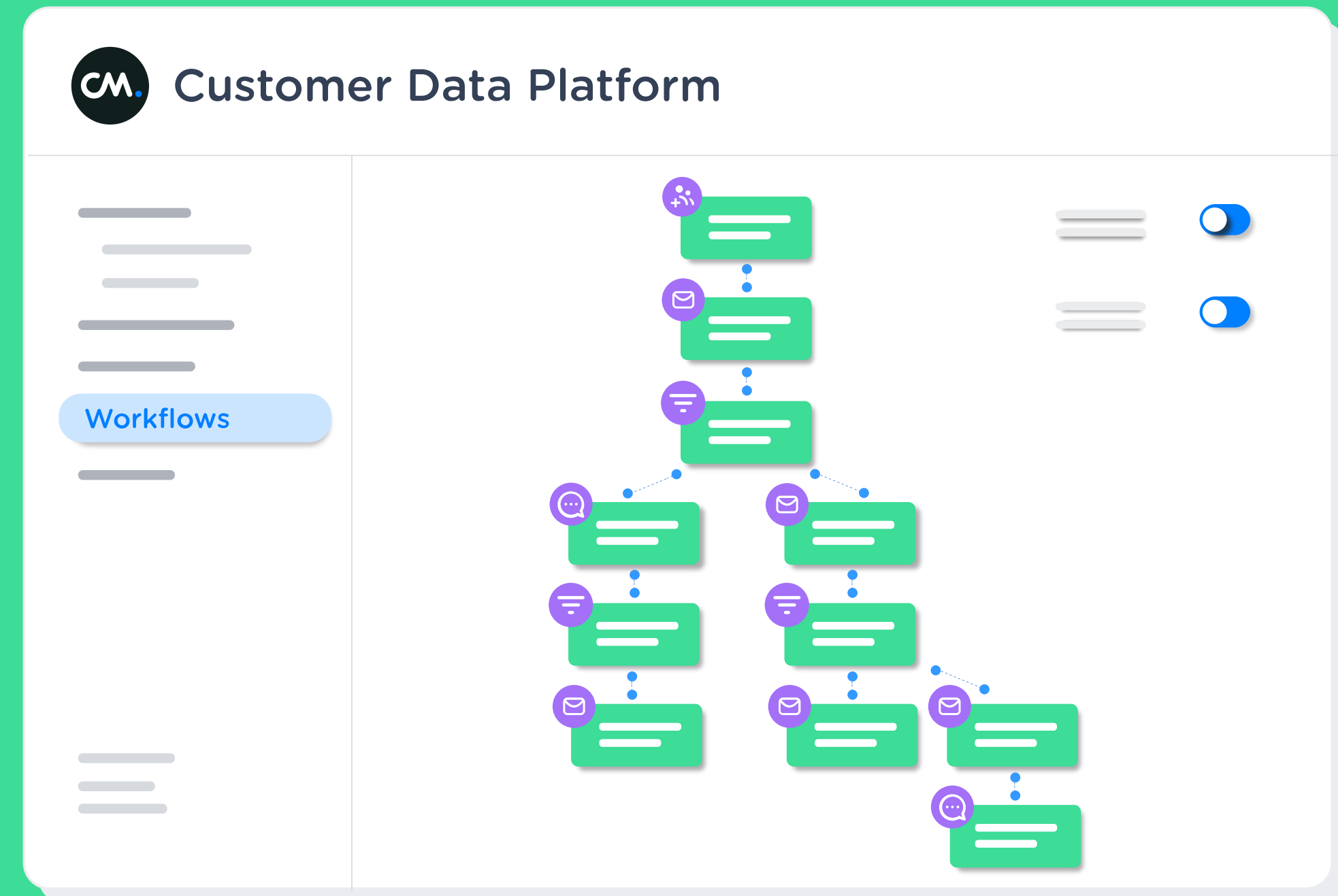


[Watch video](#)



# Empower Your Marketing Department With Powerful Features.

- ✓ A/B Testing
- ✓ 360° Unified Customer Profiles
- ✓ Audience Segmentation
- ✓ Multi-step Automation
- ✓ Custom Dashboards
- ✓ Conditional Content



[Discover All Features](#)



# Design emails through API or Web Interface on a Single, Integrated platform.

Our UX experts ensured you can send beautifully designed newsletters and triggered email campaigns using a simple drag and drop editor. Store and manage all of your images and files in our content studio so you can find what you need at a glance, and combine Address Book with custom fields for hyper-personalised messaging.

[Learn more](#)



## Key features for engaging Email Campaigns:



**Drag and drop or html**  
Create responsive email campaigns using our drag and drop editor or html.



**Create Templates**  
Save time and work more efficiently with email templates.



**Personalised Content**  
Personalise every element of your email campaigns with conditional content.



**Manage Sender Score**  
Maximise inbox delivery rate, IP reputation to avoid filtering and blocking.



**Automated Campaigns**  
Automate email campaigns using single or multi step automations.



# Reach Your Customers on the Channels They Prefer.

With Mobile Marketing Cloud from CM.com, it's easy to set up complex, multi-channel communication streams that build lasting customer relationships. Using one platform for all your customer interactions can save time and help you become more efficient.

Each customer has their favourite messaging channel. To reach them all, you need a presence on all the important channels. Be where your customers are and start the conversation.

## Leisure Provider



Friday 19:57

Hi! I would like to book the best hotel in Barcelona

This is the best hotel in Barcelona



### Hotel Casa Melodia - Barcelona

[View hotel information](#)

[Make a reservation](#)

[View all hotels](#)

RCS

## E-commerce Shop

Monday 13:57

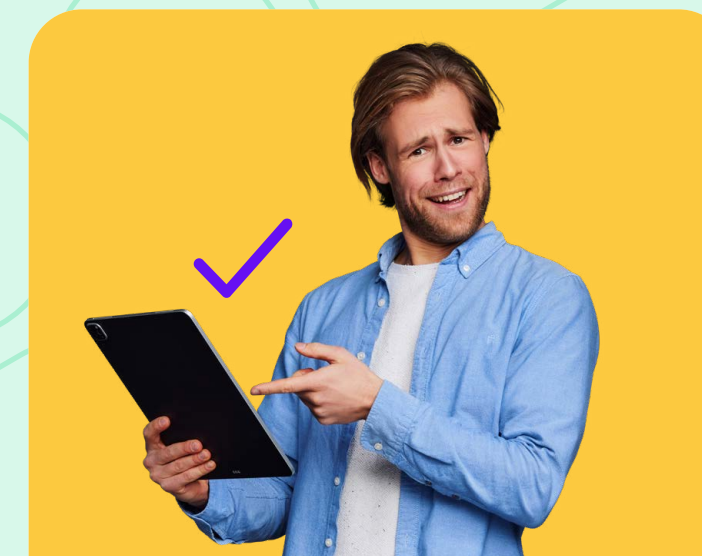
Hi **Davey**, we just released our new backpack collection! As a VIP customer you get 10% discount with the code VIP10. Check it out: <https://cm.to/cMPaGEs>





SMS



Cloud Ware   
Online



Hey **Tom**, our exclusive Rainbow Cloud t-shirt you were interested in has been restocked.  

12:44

Check It Out Now





# CM.com X Formula 1 Heineken Dutch Grand Prix The Best Possible Fan Experience.

As an Event Supporter of the Formula 1 Heineken Dutch Grand Prix, CM.com teamed up with the Dutch Grand Prix to provide the best fan experience from start to finish. Please look at how Mobile Marketing Cloud contributed to the success of the Formula 1 Heineken Dutch Grand Prix.



Event Supporter  
Formula 1 Heineken  
Dutch Grand Prix 2021





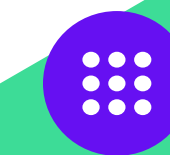
# Contributing To Your Success Through Professional Services.

We're with you every step of the way. Our in-house Customer Success and Professional Service teams will help you get the most out of Mobile Marketing Cloud.

[Learn more](#)



## Our CM.com Experts Can Help You With:



**Campaign Management**



**In-Depth Training**



**Campaign Strategy**



**Kickstart**



**Optimisation**



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About Mobile Marketing Cloud

Start Free Trial Now

Contact Sales

