CliX

80% of companies' marketing budgets are spent on acquiring shoppers; however, for every 1% of shoppers who become repeat customers, a company's revenue will increase by about 10%."

- Adobe

Your customer's journeys are their stories, NOT funnels!

Retail is a world full of communication but one that lacks the right form of customer engagement.
A campaign engine allows you to directly communicate with your customers by sending out engaging & relevant content.

Engaging customers is a trivial task with multiple challenges waiting to be addressed

Lack of omnichannel engagement limits reach

Limited automation for engagement

No interface for campaign performance insights

Campaigns managed in silos due to lack of integrated marketing efforts

Zero campaign performance tracking beyond commercial goals

No digital medium to request ROI reports

Lack of an automated Quality Check process

Lack of an optimized budget control process for credit utilization

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CliX

Build and nurture customer relationships with meaningful conversations and relevant communications

Key Features & Benefits

Unified campaign engine to connect and engage with customers

Seamless Integration
with your CRM suite for maximum engagement

Personalized Engagement
by delivering relevant content

Automated ROI
reports: daily, monthly, etc.

Drive Max Hit Rate
& response rate via preferred channel of communication

Drag & Drop
e-Mail Builder to create professional emails

Track Insights
& manage activities via Single interface

Automated Journey Builder
to create customer lifecycle

Comprehensive Dashboard
for enterprise accounts, hypothesis testing, etc.

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Stay Ahead With CliX

CliX

Because it just makes your brand click with customers

Complete customization of the program

Configure policies and in-depth rules for programs

Set DND time period to enable quiet hours

Enable capping to send the optimum number of communications

[xxx]

Upload and share bulk coupons with multiple offers / voucher codes

Set credit limits on campaign execution to prevent over spend

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How It Works?

CliX provides a marketing automation solution to help brands streamline and run their customer engagement activities. It helps brands to reach out to customers by personalized communications through various channels and help track ROI from these engagements.

The aim is to target the right customers with the right message at the right time and reach out to customers across channels through personalized multi-wave campaigns.

CliX has **4** key elements

Dashboard   Journey   Communications   ROI

Dashboard

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A single platform to get key insights on engagement with analytical reports

Get channel wise performance breakup for campaigns

Compare key effectiveness rates across engagement categories

View top performing incentives for segments

Analyze performance of best segments and tags

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Journey

CliX

Automated journey builder to craft customer lifecycle

Pick from already available templates to easily model automation

Initiate decision-based engagement basis business rules and conditions met by customers

Set conversion criteria at multiple states to track effectiveness of journey actions

Get valuable insights on customer response at each state of the journey

Illustrative Lifecycle

Enrolment — First Transaction — Early Activation Campaign — Festivals — Tier Upgrade — Referrals

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Communication

CliX

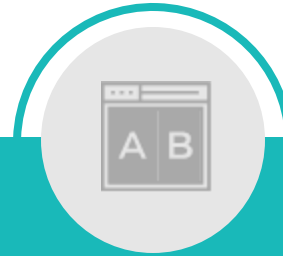Connect with customers via tactical segments or trigger event-based actions

Engage customers with reminder campaigns for expiring points, incentives, redemptions and more

Personalize content, recommendations and communication channel basis customer preference

Allocate incentives and Collecta items to better engage customers

Automated A/B campaign tests to identify optimum segments

Conduct hypothesis tests over and above A/B tests to strategize campaigns

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ROI

An automated tracker to provide insights on revenue generated through engagements

Get daily insights on engagements via automatic reports

Get weekly and monthly digest of communication reports

Combine communications under campaigns or alert categories to get consolidated reports

Generate ROI reports basis custom parameters

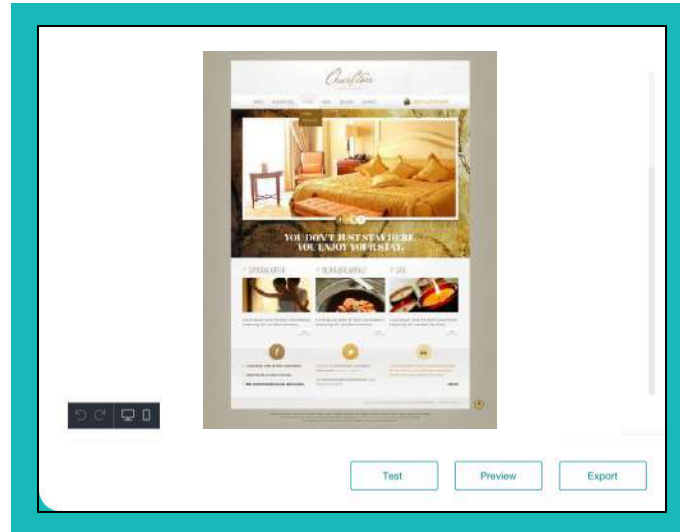Keep track of credit costs for all campaigns to get better ROI understanding

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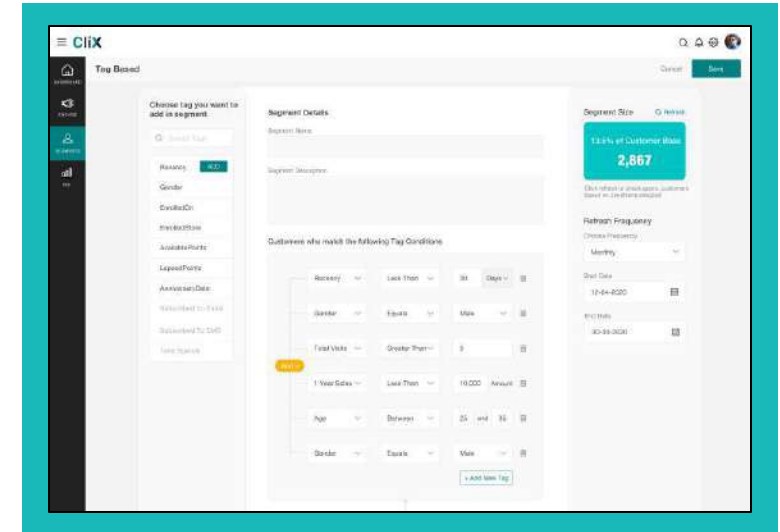all about rewards™

The CliX Advantage

CliX

A/B Test Comparison

Compare two or more variants by testing users' response and concluding which of the variants is more effective

Drag & Drop Email Builder

Design professional email templates without the need to write html code and simply drag and drop elements on the canvas

Segment Builder

Build simple / complex segments basis various tags, that identify customer attributes and actions across visits

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How CliX Helps You Increase ROI

CliX as a Business Channel

Maximize profits and ROI to build revenue with insightful communication

Revenue Builder

Target customer segments with offers to induce visits and purchases

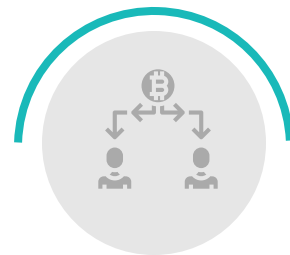Upsell and Cross-sell products with dedicated campaigns

Segment builder to create highly responsive customer base for targeted campaigns
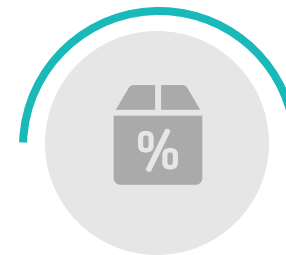
Cost Optimization

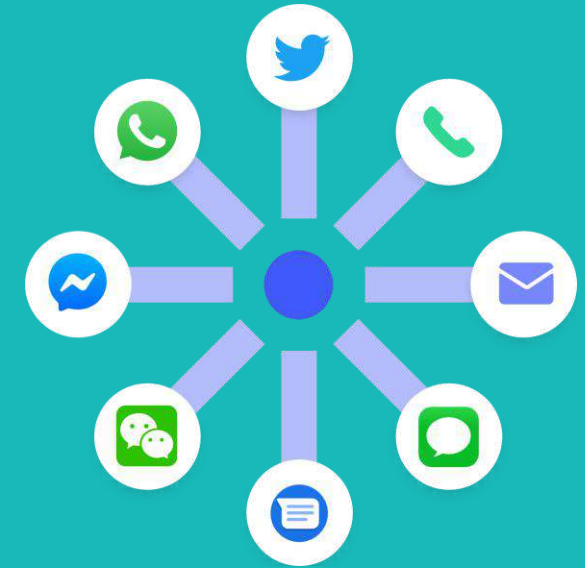Small teams to create and manage campaigns reducing time and manpower cost

Optimized media spend with known responders

Optimize Offer Costs basis customer insights

CliX As Single Source of Communication

With real time insights powered by CDP, get suggestions on best performing campaigns, increasing chances of revenue generation.

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Competitive Advantage

Feature Comparison	CliX MVP	Webengage	Moengage	Adobe Campaigns	Salesforce Marketing Cloud
Customer Journeys	🟢	🟢	🟢	🟢	🟢
Pre-defined journey templates	🟢	🔴	🔴	🔴	🔴
A/B Test	🟢	🟢	🟢	🟢	🟢
Hypothesis Test	🟢	🔴	🔴	🟢	🔴
Revenue Calculation	🟢	🟢	🟢	🟢	🟢
ROI breakup on custom criteria selection	🟢	🔴	🔴	🔴	🔴
Scheduled ROI reports over week & month data	🟢	🔴	🔴	🟢	🔴
Segmentation	🟢	🟢	🟢	🟢	🟢
Communication through preferred channel	🟢	🔴	🔴	🔴	🔴
Social Campaigns	🔴	🟢	🟢	🟢	🟢
Bulk Upload of Campaigns	🟢	🔴	🔴	🔴	🔴
Credit limit setting	🟢	🔴	🔴	🔴	🔴
Analytical Dashboards with drilldown	🟢	🟢	🟢	🟢	🟢

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CliX

"72% of consumers will only engage with marketing messages that are customized to their specific interests."

- Smarterhq

Every contact with a customer influences whether or not they'll come back. We have to be great every time or we'll lose them. - **Kevin Stirtz**

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