The Best Apps for SFMC

Presented by SalesWings B2B Studio

Mobile Marketing

Power-up your omnichannel strategy with dedicated mobile marketing add-ons for SFMC.

AIRSHIP

- + Seamless no-code segmentation
- + Fully integrated inside SFMC
- + Plug-and-play installation

MessageBird

- + Recover your lost leads
- + Capture lead data as it is typed
- + Sends emails in real-time

swrve

- + Collect data from any source system
- + Machine learning propensity scoring
- + Clear single customer view

ADJUST

- + Capture data without data feeds
- + Generate targeted audiences
- + Discover high-value insights

AppsFlyer

- + Create complex selections at scale
- + Easy to use drag-and-drop tool
- + Analyse audiences in real-time

eleven digital

- + Secured data transmission
- + Fully customizable forms
- + Trigger emails with form submission

B2B Marketing

Missing key B2B features? Make SFMC B2B ready.

SalesWings

+ Plug-and-play 360° customer journey tracking
+ Advanced lead scoring and qualification
+ Mind-blowing sales insights

Audience Management

Gather, segment, or consolidate your customer data within Marketing Cloud.

DESELECT

+ Seamless no-code segmentation
+ Fully integrated inside SFMC
+ Plug-and-play installation

+ Recover your lost leads
+ Capture lead data as it is typed
+ Sends emails in real-time

stellaralgo

+ Collect data from any source system
+ Machine learning propensity scoring
+ Clear single customer view

Bluecore

+ Capture data without data feeds
+ Generate targeted audiences
+ Discover high-value insights

emark

+ Create complex selections at scale
+ Easy to use drag-and-drop tool
+ Analyse audiences in real-time

RED HIBBERT GROUP

+ Secured data transmission
+ Fully customizable forms
+ Trigger emails with form submission

Campaign Management & Optimization

Build more powerful journeys by optimizing your campaigns with Marketing Cloud plugins.

tinyclues

- Seamless no-code segmentation
- Fully integrated inside SFMC
- Plug-and-play installation

rubikloud

- Recover your lost leads
- Capture lead data as it is typed
- Sends emails in real-time

ROi Reach Opt-Ins

- Collect data from any source system
- Machine learning propensity scoring
- Clear single customer view

phrasee say it better

- Capture data without data feeds
- Generate targeted audiences
- Discover high-value insights

TOOVIO

- Create complex selections at scale
- Easy to use drag-and-drop tool
- Analyse audiences in real-time

DemandJump

- Secured data transmission
- Fully customizable forms
- Trigger emails with form submission

NEURA

- Real-world behavioral traits
- Moment-based triggers
- Insights and behavior attribution

PROOF

- Simplified planning and budgeting
- Easy to use campaign builder
- Real-time business insights

LISTFIT

- Scores subscriber with an engagement metric
- Next-gen verification
- Deliverability optimization

REVTRAX

- Create secure email offers with ease
- Increase conversions, loyalty and sales
- Gain a complete understanding of your audience

OTHERLEVELS

- Attribute every event and outcome
- Engage with your audience at top of funnel
- Track every message to every user

Content Management

Get your content ready within Salesforce Marketing Cloud and manage it seamlessly.

bynder

- Communicate your brand consistently
- Streamline and scale content creation
- Quickly create and collaborate on content

- Centrally manage your omni-channel content
- Leverage segmentation data and rules
- Easily embed forms to collect and process data

Movable Ink

- Micro-moment personalization
- Pull in real-time content & data
- Auto-generate infinite versions of content

SITECORE

- Engage customers with personlized content
- Intuitive drag-and-drop interface
- Smaer dashboards reveal actionable insight

opentext™

- Search, download, and use assets within SFMC
- Save time and reduce errors
- Improve consistency and avoid duplications

Calendar Marketing

Enhance Marketing Cloud with another marketing channel.

eventable

+ Custom calendar notifications
+ Auto personalization & geotargeting
+ Get deep calendar analytics

ROKT

+ Create and send events directly from SFMC
+ Conveniently manage everything in SFMC
+ Sync events and subs using Data Extensions

Email Marketing

Get the most out of your email marketing strategy within SFMC.

StoryPorts

+ Supercharge SFMC by syndicating content
+ Increase engagement with real-time emails
+ Intuitive drag-and-drop interface

towerd@ta

+ Catches and corrects invalid email addresses
+ Send personalized emails using real-time data
+ Unlock new channels with Identity Matching

FLYTXT®

+ Discover optimization opportunities for emails
+ Email ratings and one-touch optimization
+ Transparency in AI recommendations

+ Enrich email marketing & drive personalization
+ Easily publish rich galleries
+ Improve abandoned shopping cart recovery

experian

+ Standardizes and verifies email addresses
+ Reports emails that were changed or modified
+ Easily verify emails with email validation

Wunderkind
Formerly BounceX

+ Scale one-to-one messages
+ Provides a solution to identify online traffic
+ Full-service execution to maximize performance

Text Marketing

Synchronize your text marketing actions right within Salesforce Marketing Cloud.

attentive®

- + Easily measure and optimize your campaigns
- + Patent-pending two-tap sign-up on mobile
- + Send personalized two-way messages

link mobility

- + Easy to use interface to create campaigns
- + Landingpage designer supports rich elements
- + Data is stored to enrich your customer data

Video Marketing

Engage your subscribers with tailor-made videos.

Playable

- + Create video clips to embedded in emails
- + Easily edit, caption, add CTAs and links
- + Send high quality videos straight to inboxes

vudoo

- + Rapidly embed interactive CTAs within videos
- + Engage customers with personalised videos
- + Provide a measurable teaching experience

Offline Marketing

Make offline marketing a part of your Marketing Cloud Journeys.

optilyz

+ Use triggers to automate your mail-campaigns
+ Extensive personalization for custom mail
+ Easily analyze the output of your campaigns

INVOCA

+ Attribution for every call from email
+ Integrate insights on call outcomes
+ Call intelligence for true omnichannel journeys

PFL

+ Consolidate direct mail and digital work streams
+ Easily personalize and trigger direct mail
+ Increase direct mail ROI and drive revenue

Quad

+ Incorporate offline channels that work
+ Flat rate direct mail pricing
+ Fully personalized direct mail fast

messagepoint

+ Create omni-channel customer experiences
+ Optimize your content with the power of AI
+ Dramatically reduce time to market

Loyalty Marketing

Drive loyalty programs direclty from Marketing Cloud.

voucherz

+ Intuitive no-code interface
+ Drag-and-drop custom content block
+ Monitoring & help wth easy to reach support

clutch

+ Increase annual spend
+ Drive engagement
+ Impact purchase behavior

ANNEX CLOUD

+ Gain robust first-party loyalty data at scale

Drive loyalty programs direclty from Marketing Cloud.

yotpo.

+ Check address to confirm the account exists
+ Correct errors with patented process
+ Protect lists from damaging addresses

punchh

+ Export Salesforce customer profile data
+ Enhance customer targeting within SFMC
+ Improve campaign ROI

+ integrates with ERPs, CRMs, POS, and more.
+ Reward behaviors that drive growth

antavo
Loyalty Management Platform

+ Effortlessly manage customer profiles
+ Easily check the status of individual users
+ Personalize your communication

Location Marketing

Engage your subscriber where they are.

bluedot

+ High accuracy location services
+ Smart conditioning engine for personalization
+ Anonymized data for consumer privacy

SocialSign.in

+ Seamlessly bridge Guest WiFi into SFMC
+ Provide relevant, real-time, experiences to guests
+ Ensure guests are using authentic data profiles

CLOUD4WI

+ Collect intel on customer offline behavior
+ Comprehensive data regulation protection
+ 50+ ready-to-use integrations

Zero-party Data

Capture zero-party data.

jebbit

+ Quickly deploy with no-code builder
+ Capture direct-from-consumer, zero-party data
+ Dynamic logic helps deliver personalization

Scan the QR code to get more SFMC tips

Presented by SalesWings B2B Studio

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