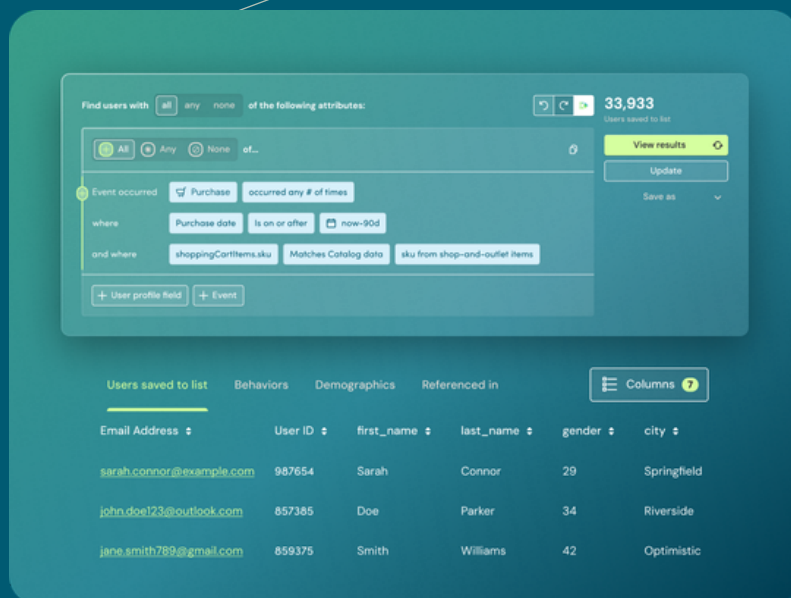


Catalog in Segmentation

Use more of your business data to reach more of the customers you intend

Turn more of your business context into smarter targeting, with less complexity and more control over every send. Use the data your business already maintains to build richer audiences without adding profile bloat or manual list maintenance.



Build more relevant audiences with business context

Combine customer and business data

Build audiences with customer and Catalog data together, so you can target with richer context without the data workarounds.

Keep customer profiles clean

Use Catalog data for targeting without copying it onto customer profiles, reducing duplicated fields and ongoing profile maintenance as data changes.

Reach the right audience before you send

Preview before launch and keep recurring audiences current, so you can launch faster with less manual list management.

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Utilizing Catalog in Segmentation to power dynamic journeys has created significant efficiencies for our team. By referencing match data such as opponent and location, we can dynamically surface the most relevant upcoming fixture information for each fan, creating more personalized journeys while reducing the need to maintain additional data within user profiles.