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Silverpop Extends Engage's Powerful Personalization Capabilities to the Website with the Launch of Smart Content

Now Marketers can Deliver a Personal Experience to Each and Every Customer by Seamlessly Displaying Individualized Content on the Website

Silverpop™, the only digital marketing technology provider that unifies marketing automation, email, mobile and social, today announces the launch of Smart Content. With this new feature, Silverpop customers, who are already able to deliver incredibly relevant and timely content via email, can easily extend this level of personalization to their external website. When an individual visits the website, Silverpop technology recognizes them and, in real time, displays the right message within the page allowing marketers to transform the Web experience for their customers.

"Marketers are getting really good at dynamically delivering incredibly relevant messages via email, but too often a similar, personalized strategy is not followed when it comes to the corporate website," said Bryan Brown, vice president of product strategy at Silverpop. "This not only results in a disconnected customer experience, but it could be leading to missed revenue opportunities. With Smart Content, marketers can leverage everything they know about a customer to create a personalized Web experience, thus continuing the nurturing process across another channel."

Leveraging Silverpop's single identity technology, Smart Content connects the marketing database and the website, allowing for real-time, personal content to be written to the webpage as native HTML. So, unlike with hard coded and inflexible iframes, the Smart Content becomes a fluid part of the entire page experience and fits seamlessly within its design. With Smart Content on the site marketers can make changes and launch new campaigns without reliance on IT. This can be as comprehensive as an entire section of content or as specific as a phrase or sentence. Smart Content works seamlessly with any CMS and is compatible with responsive and mobile friendly design. The result is a significantly improved experience for IT, the marketer and the customer.

"A one-size-fits-all homepage is no longer enough," continued Brown. "Marketers have to be aware of buyer preferences and activities across every step of the customer lifecycle and then reflect this knowledge back to the individual at every touch point and via every channel where interactions are taking place. We are excited to offer marketers the ability to extend their lead nurture and lifecycle marketing programs to the web, bringing personal experiences to their customers, resulting in deeper brand loyalty, and increased revenue."