

Pega® Marketing

Always-on customer engagement, orchestrated by AI

A Pega® Marketing Datasheet

Pega® Marketing learns with every touch

Today's marketing is all about math, all the time. There's no room for guesswork or maybes. And there's no room for the "one-to-many" approaches that tear the soul out of great customer relationships.

If you want your messages to be relevant and compelling, you need to know more than what a customer bought yesterday, or even what they need right now – you need to get ahead. You need to predict what each customer will need next, and how to deliver it proactively – when and where it will do the most good.

With Pega® Marketing, you can leverage AI technologies like predictive analytics, machine learning, natural language processing, decision management, and complex event processing to:

- **Determine customer context:** Interpret the signals generated by each individual, to determine if it's the right time to sell, serve, retain, or just reduce risk by taking no action at all.
- **Calculate propensities:** Analyze all the possible offers and actions, in real time, while the customer is interacting, so you know exactly which messages are relevant.
- **Project the value:** Calculate financial value in real time, for each unique customer and situation, so you know what's best for them, and for your business.
- **Execute across channels:** Engage the customer, using the channels and treatments that are most relevant to them. This is made possible thanks to AI, which can tell when a customer is in-market, triggering a marketing touch.

Challenge

With the rise of AI, marketing has drifted into troubled waters, and you don't need to be a data scientist to predict the storm coming. We're still pushing messages like we've done for years – campaigns, segments, retargeting, RTB, personalized email – but nothing seems to move the needle anymore. Customers disengage the instant they get bored.

Solution

Campaigns can be effective, but they're often focused on what you want to sell, and not on what the customer actually needs. Great marketing is different. It's not about you, it's not about campaigns, and it never stops.

It's always on.

It's always listening and adapting with the customer. It happens when customers need it to – in whatever channel they use to interact. It's all about them, delivering at moments of need.

Unprecedented Marketing Performance

Why Pega® Marketing is different

Pega's always-on, next-best-action approach provides huge benefits over traditional campaigns and segmentation. This is because it empowers you to identify and engage with a customer based on their individual needs, boosting their experience and satisfaction. This is instead of focusing completely on response or revenue.

Because Pega software learns from each interaction and adapts its approach to flow with customers, your messages are contextually relevant. Ready-to-buy customers are presented with pro-active offers, customers needing help are directed to service channels, and every action you take is relevant to the customer's situation. And, if there isn't a relevant offer or action available, then nothing gets sent and you avoid angering the customer or wasting a touch.

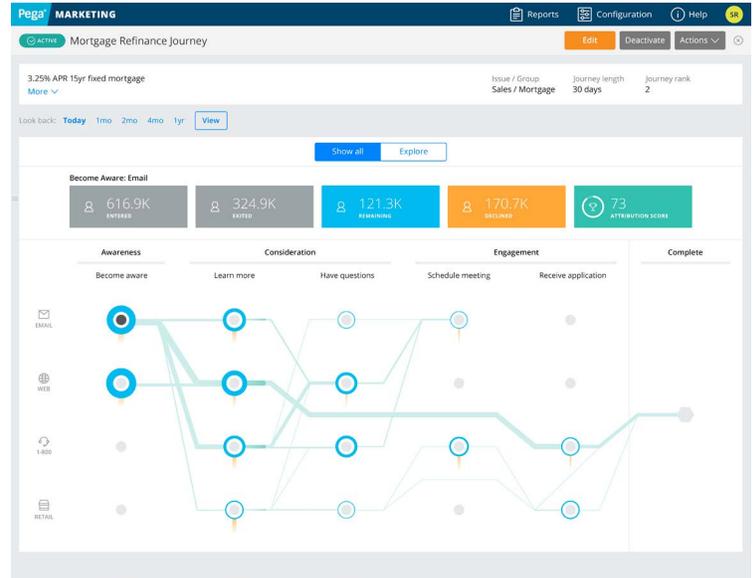
This is critical. When customers consistently see information that matters, when it's needed, you earn their trust. They stop ignoring ads and emails, because those messages add value. And since every interaction is "all about the math," your financial objectives are always accounted for, in every decision.

The ROI from Pega® Marketing

Typically, a comprehensive investment in always-on marketing yields benefits like:

- **Increased response rates** (3-6x).
- **Reduced customer churn rates** (10-50 percent).
- **Reduced retention discounts** (20-35 percent).
- **Incremental agent-sales opportunities** (2-3x).
- **Increased net promoter scores** (10-40 points).
- **Increased return on investment** (3-5x).
- **Minimized payback period** (four to six months).

Customer Journey Visualization



The data from every customer interaction lives inside Pega® Marketing and its Customer Decision Hub. The AI constantly learns from prior experiences, and uses the insights to trigger relevant actions, and orchestrate across channels preferred by the customer.