# Sitecore® Experience Platform™

# Sitecore Experience Accelerator

**Saving time for marketing teams.**

**A robust set of ready-to-use components marketers can leverage out-of-the-box**

- Drag and drop toolkit with **~100 pre-built components** and wire framing mode for site building before design

- Export and import visual designs to reduce time during development back-and-forth

- Easily reuse groups of components and rules to quickly build a truly responsive site

- Best practice baked in with optimization enabled for immediate testing and personalization

# Testing and optimization built-in
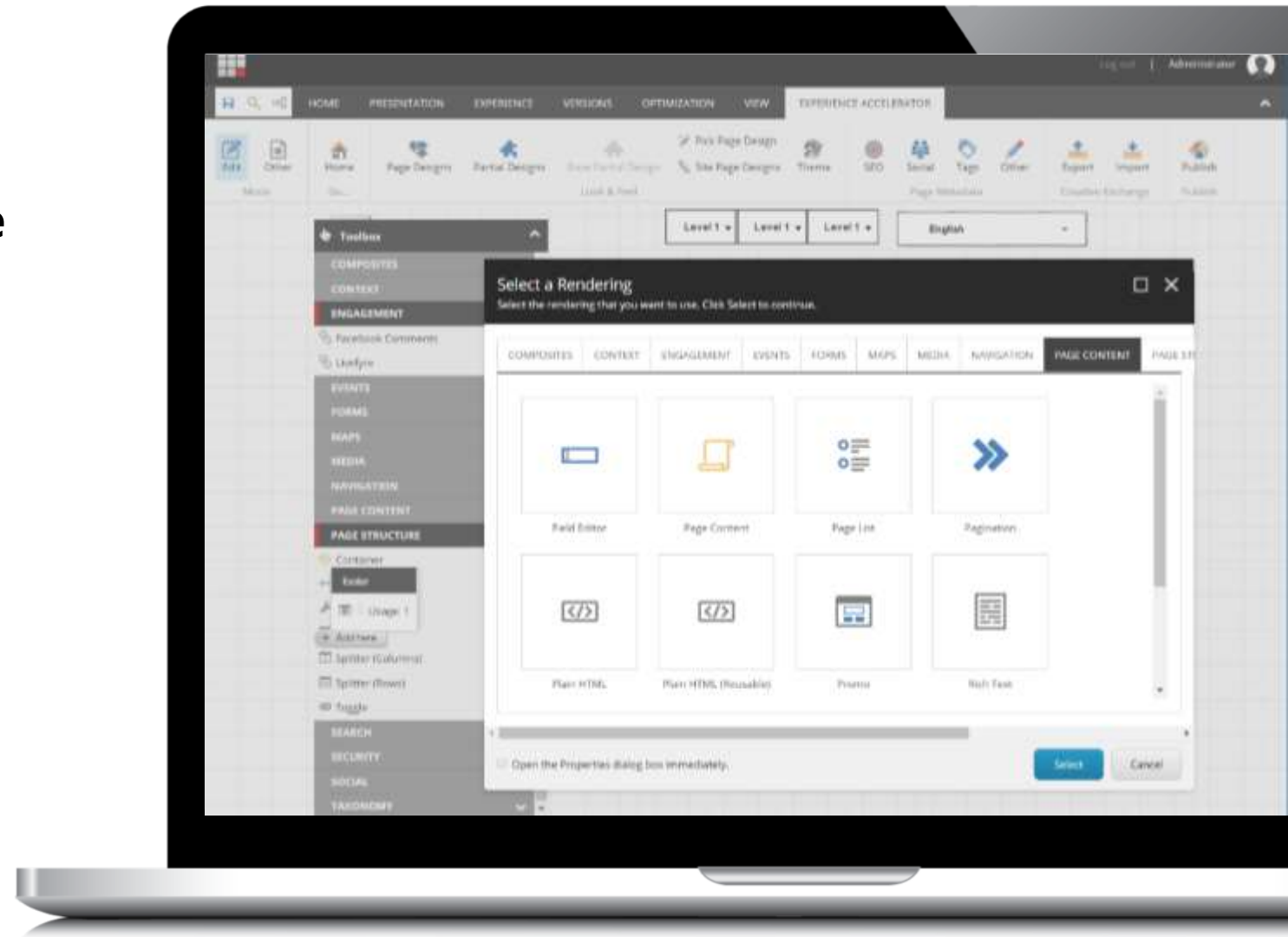
## Data-driven customer experience

- A/B and multivariate testing to determine most effective content for conversion

- Test anything from components to full page layouts to determine how to optimize and involve experience

- Results delivered in-context of a page to see real-time results and insights

- **Suggests personalized experiences** to remove guesswork

# Sitecore Forms
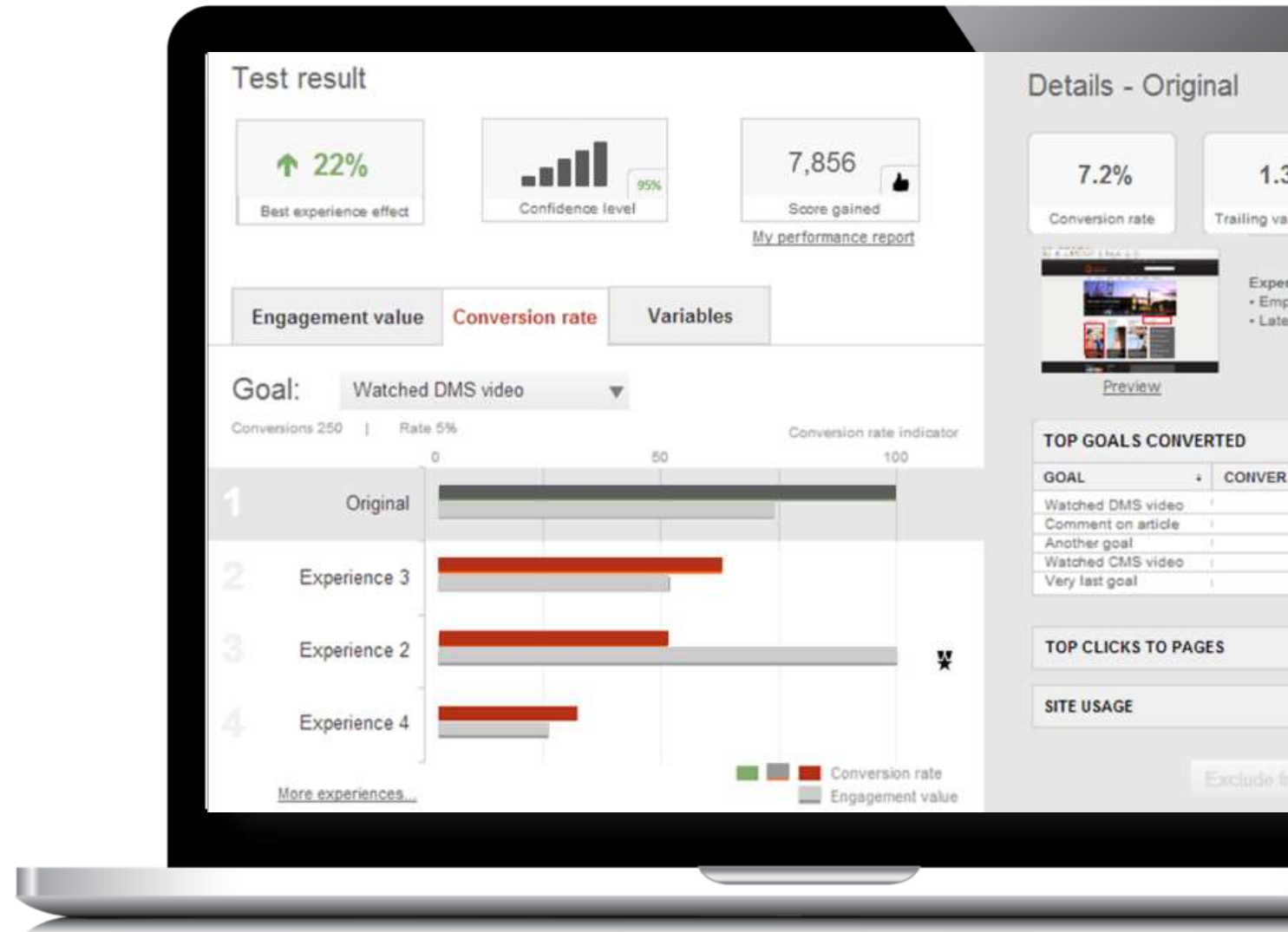
## Demand Generation solutions at your fingertips.

- Intuitive form builder with drag-and-drop elements and actions to build complex forms that engage the user

- Forms are reusable, and re-skinnable so can be made available across sites and devices

- **Lead generation made easy** by extending form actions or submit verifications to meet any unique business need fully integrating with your Salesforce CRM or any other system

# Marketing Automation
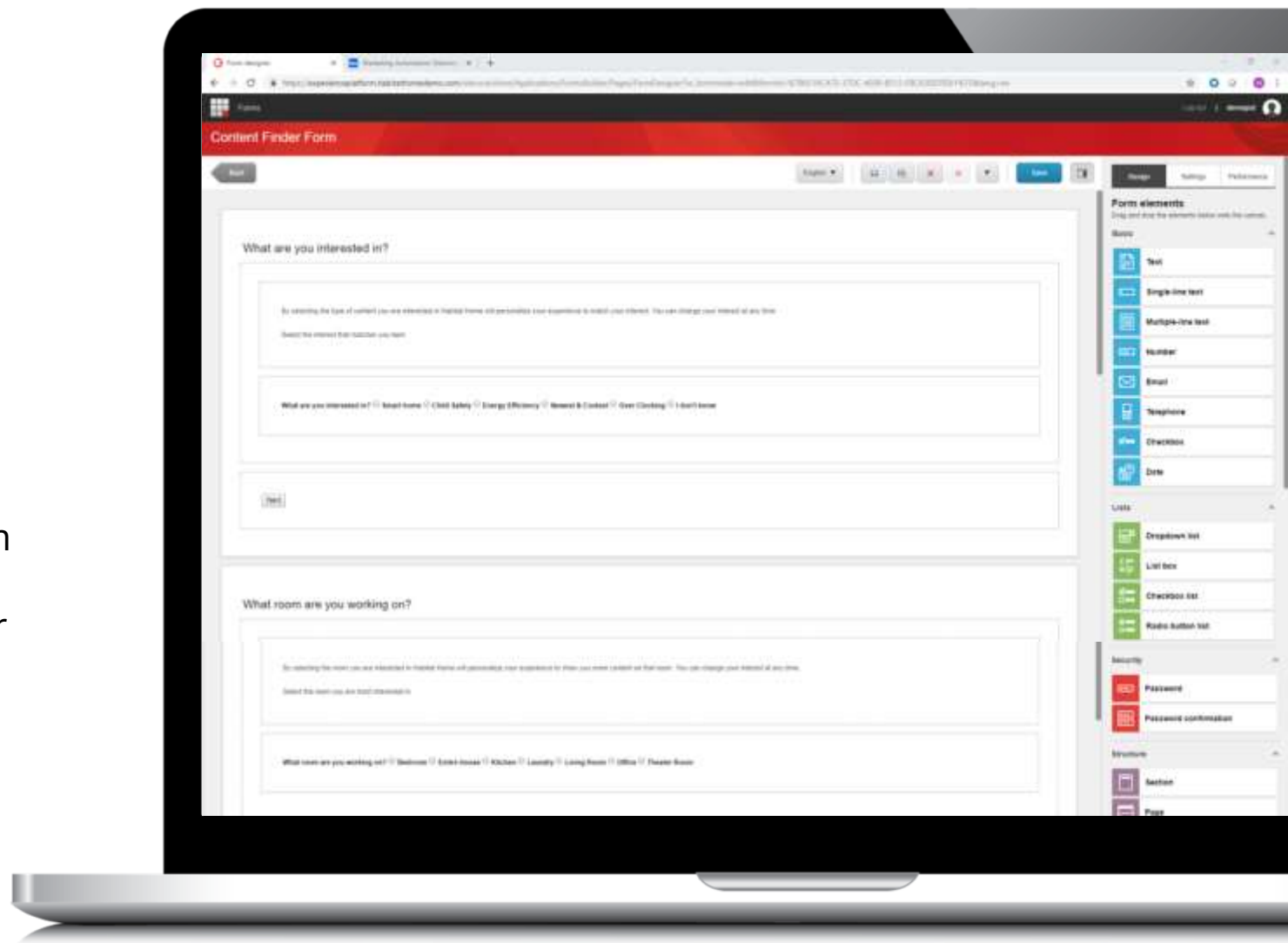


**Engage more deeply with each customer.**

**Enable automatic one-to-one communications at scale**

- Intuitive automation builder with drag-and-drop listeners and actions

- Manipulate web experience and activities based on user behavior, i.e. personalize the site based on where a user is in your plan

- Communicate outside the site to **make your users feel like a preferred customer**, e.g. send automated email or SMS based on website behavior

# Sitecore Email Experience Manager
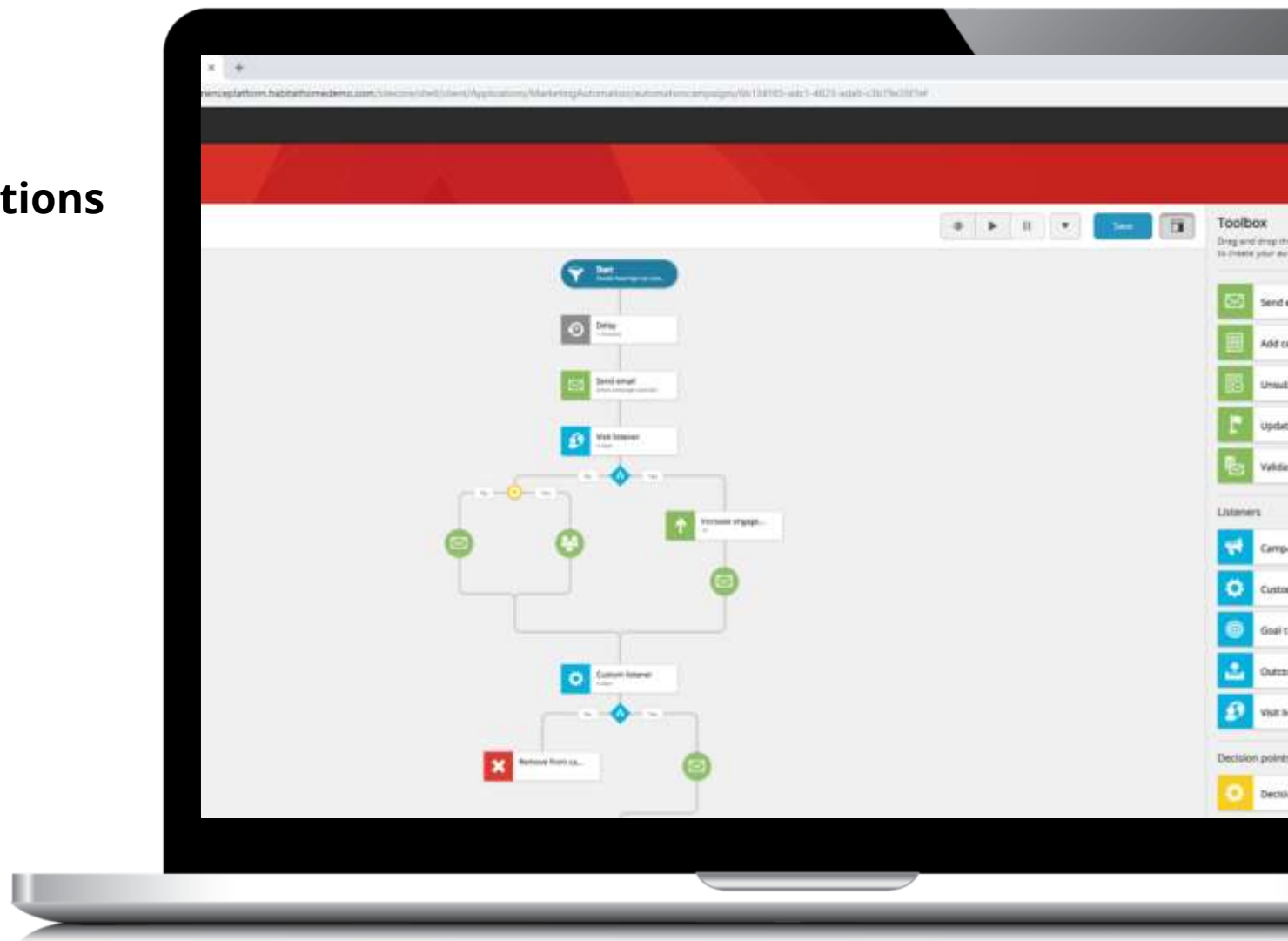
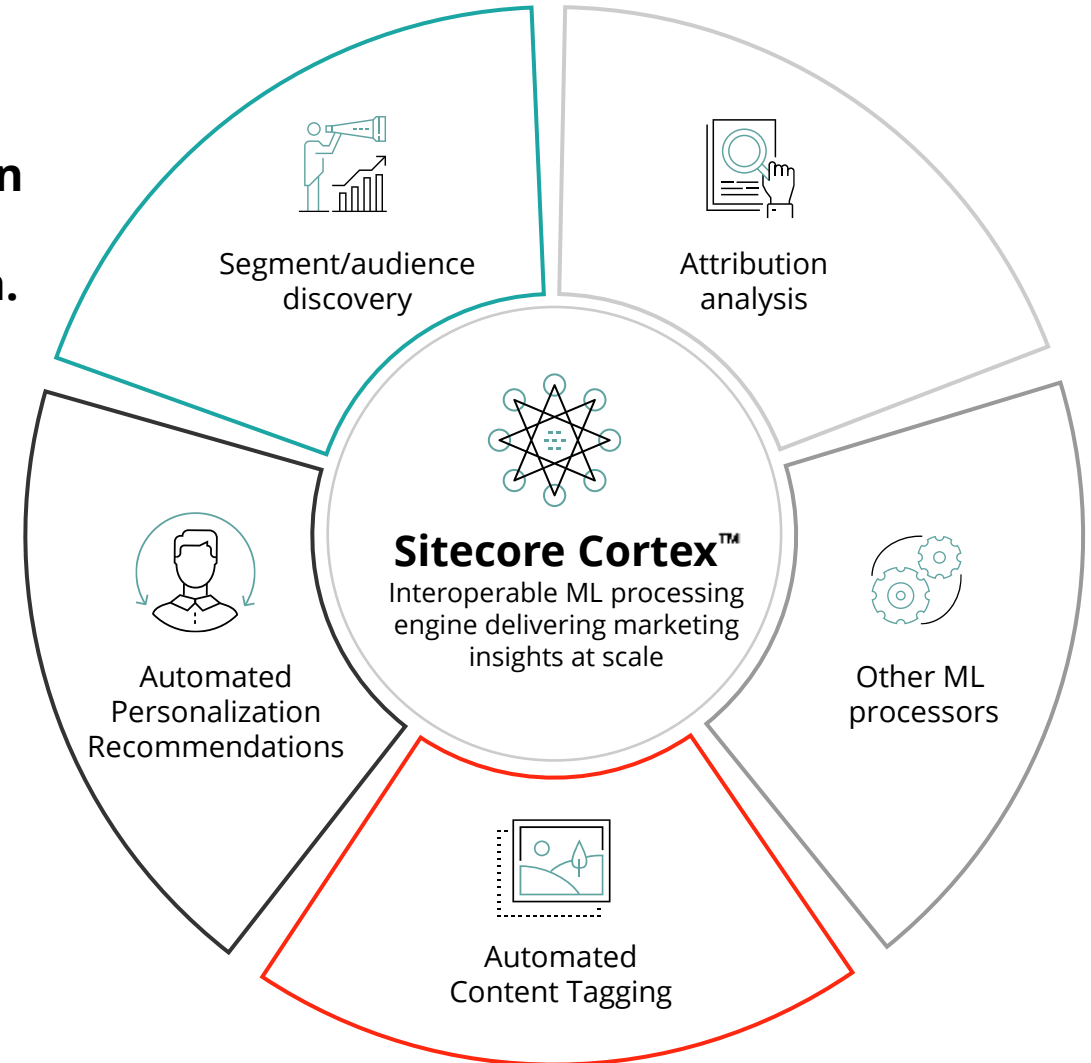**Reach audiences who visit your site with marketing messages to generate leads**

- Increase event registration and engagement

- Create and manage email personalized trigger & nurture email campaigns

- Use A/B testing to find the best email content and design

- View detailed analytics reports for sent email campaigns

- Manage suppression list and list of domains

# Sitecore Cortex™
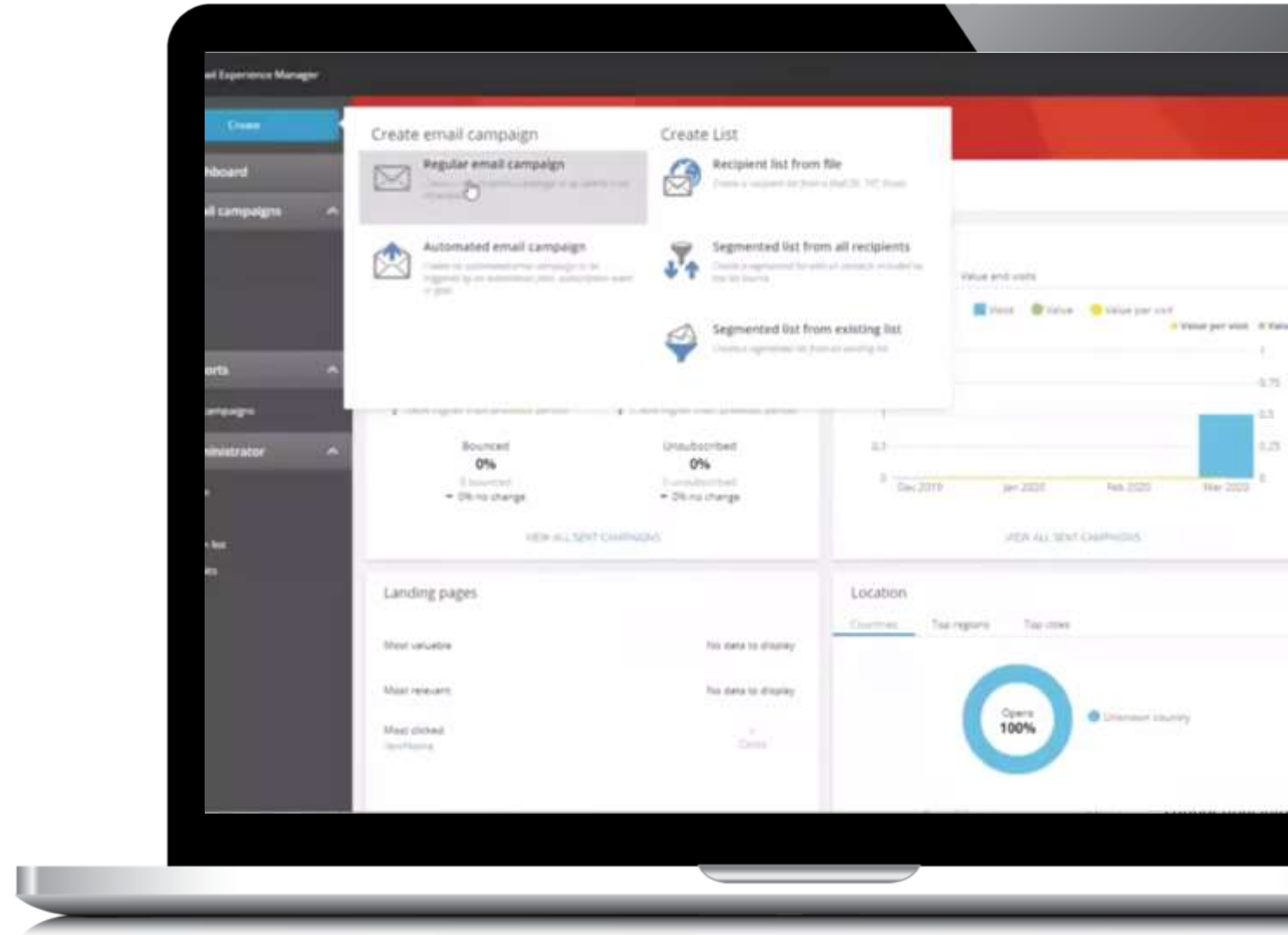
**Put machine learning to work for you.**

**Combines advanced machine learning algorithms and an innovative machine learning engine to deliver real-time insights across both native and 3rd party customer data.**

- Automated Personalization Recommendations to reduce guess work and make personalization more accurate.

- Segmentation discovery to identify customer segments hidden in the past.

- Automated content tagging to reduce manual error-prone tasks around tagging, freeing up time for content development

- Propensity frameworks to being predicting user outcomes

- Plug-in architecture to enable data science flexibility. Use any machine learning worker or approach to fit your needs.

- Model training & storage to continually control and optimize your data.

Segment/audience discovery

Attribution analysis

**Sitecore Cortex™**
Interoperable ML processing engine delivering marketing insights at scale

Automated Personalization Recommendations

Other ML processors

Automated Content Tagging

**Integrate customer data systems with a set of APIs and services to integrate data from 3rd party systems to Experience Database (xDB) for personalization and user segmentation**

- Easily extract or stream using the OData industry standard (for example, Microsoft PowerBI or Tableau)

- Push and pull operations on contacts and interactions

- Automatic indexing of any contact, facet, interaction, or event without additional configuration

- Operates across all Sitecore Experience deployment options

- Foundation of out-of-box connectors created by Sitecore

- Sitecore Connect™ for Microsoft Dynamics 365

- Sitecore Connect™ for Salesforce CRM

- Sitecore Connect™ software for Salesforce Marketing Cloud

## xConnect
Full data interoperability between Sitecore and other 3rd party systems