MEDALLIA FOR MARKETING SOLUTIONS

Achieving the Future of Digital Marketing

Medallia

86% of marketers say content marketing is a key part of their strategy. But as omnichannel engagement grows, content marketing becomes increasingly fragmented and complicated. How does messaging change from channel to channel? Where is the best place to reach what audience? How can marketers quickly and reliable release content that engages customers?

Get direct insight into customer reactions to content to better engage with key segments across channels.

Understand what content works best for your customers on which channel with Medallia and Adobe. Combining Medallia's real-time experience analytics with the power of Adobe gives you the tools to understand content performance, track engagement by audience, optimize your digital spend, and improve overall experiences on your websites and apps.

> **"100% of companies agree** that engaging customers proactively by anticipating their needs creates value and will differentiate them in the marketplace."
>
> Forrester
> Report: *Anticipatory Experiences: The Challenges*

Understand and React to Customer Behaviors in Real Time

Get feedback on the things that matter most

Build focused, strategic surveys that get you the insights you want. Invite customers to give feedback on specific aspects of their digital experience, such as the relevance of an ad or the usefulness of content, and pinpoint ways you can improve, by triggering surveys at the right journey, at the right time.

Automatically meet customers in the moment

Get customers what they need, when they need it. With Decibel by Medallia, you can use behaviors like focus time and mouse movements to evaluate how customers are interacting with your content. Fluctuations in behaviors—like a sudden spike in frustration or engagement—can trigger real-time strategic actions, like a survey or live chat, so you're getting direct insight into both how and why your customers react to your content.

Understand what makes your customers tick

Quickly identify the insights you need to better engage and convert customers with strategically designed surveys that get to the bottom of the customer experience. Modify these surveys in the moment, create new ones as needed, and combine this verbatim feedback with session replays so you understand exactly *what* the customers experienced and *how* they felt about it.

Deliver more personalized content at scale

Drive more engagement, and more leads, with more precise content. Create more precise segments by pushing first hand customer data, like survey responses and online behaviors, directly into Adobe. Then analyze content performance on a segment-by-segment basis to optimize engagement across your customer base.

Medallia Digital Experience Solutions

Smarter content optimization with Medallia and Adobe

Capture every customer signal
• Automatically score every digital experience with DXS
• Direct into digital sessions replays, journeys, and more
• Collect feedback from customers at the right moment

Automatically find valuable insights
• Analyze trending themes on aggregate with Text Analytics
• Uncover the biggest areas for improvement and impact
• Enrich customer feedback with sentiment analysis

Drive action at scale
• Activate teams with role-based dashboards and alerts
• Get channel-specific and multi-channel in-depth reports
• Blend DXS, CSAT, and more metrics to take smarter actions
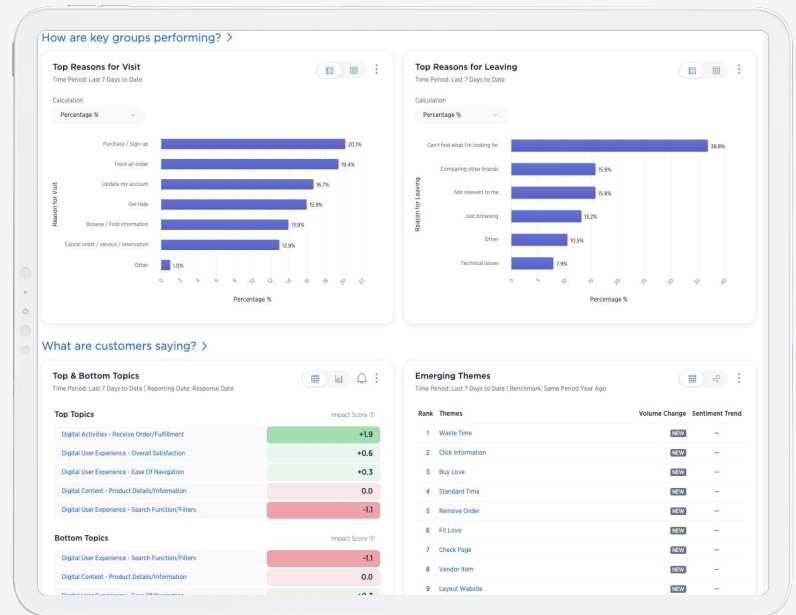
Integrations

| Adobe Experience Platform | Adobe Analytics | Adobe Target | Marketo |

Trusted by the world's leading brands

> "By combining Medallia and Adobe, we were finally able to **holistically visualize our customers' digital behaviors and communicate those insights clearly** to the rest of our organization—by showing, rather than telling.
>
> - Asea Ginsburg, National Association of Realtors, User Experience Manager

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Meet with a Medallia Expert →