

SOLUTION: Web Experience Management

ENGAGE YOUR CUSTOMERS
WITH DYNAMIC EXPERIENCES
THAT ARE IMMEDIATELY
RELEVANT WITH RIVET LOGIC'S
WEM SOLUTION BUILT ON
ALFRESCO and
CRAFTER CMS.

Rivet Logic's Web Experience Management (WEM) Solution provides an end-to-end solution for building and managing personalized digital experiences across multiple channels – websites, mobile apps, social channels, wearable devices, and more.

Through an integrated platform, enterprises benefit from better sales prospecting and customer engagement, increased marketing productivity, higher sales effectiveness and closed deals, streamlined sales/marketing coordination, and analytic insights to generate maximum return.

Seamless integration with **marketing automation** (Marketo, Hubspot), **analytics** (Google Analytics), and **CRM** (Salesforce.com) enable marketers to fully manage and optimize the **customer journey** to drive more business and deepen customer loyalty.



FEATURES

- Personalized digital experiences targeting customers and sales prospects
- Consistent experiences across all digital channels – websites, mobile apps, social, and more
- One integrated platform for CMS, Marketing Automation, CRM, and Analytics tools
- Coordinated improvement of marketing efficiency and sales execution
- Real-time view of successful marketing campaigns
- Rapid content creation, editing and publishing across multiple channels
- Scalable, reliable, and high performance web and mobile experiences

BENEFITS

- Create memorable customer experiences that drive revenue and engagement
- Engage audiences with fresh, individually relevant, targeted content for increased customer loyalty
- Drive increased revenue through integrated marketing and sales interaction
- Streamline marketing and sales campaign coordination and accountability
- Measure campaign performance and gain insight through integrated analytics
- Provide sales with the ability to act quickly on the hottest leads
- Higher productivity for marketers, content creators and site owners