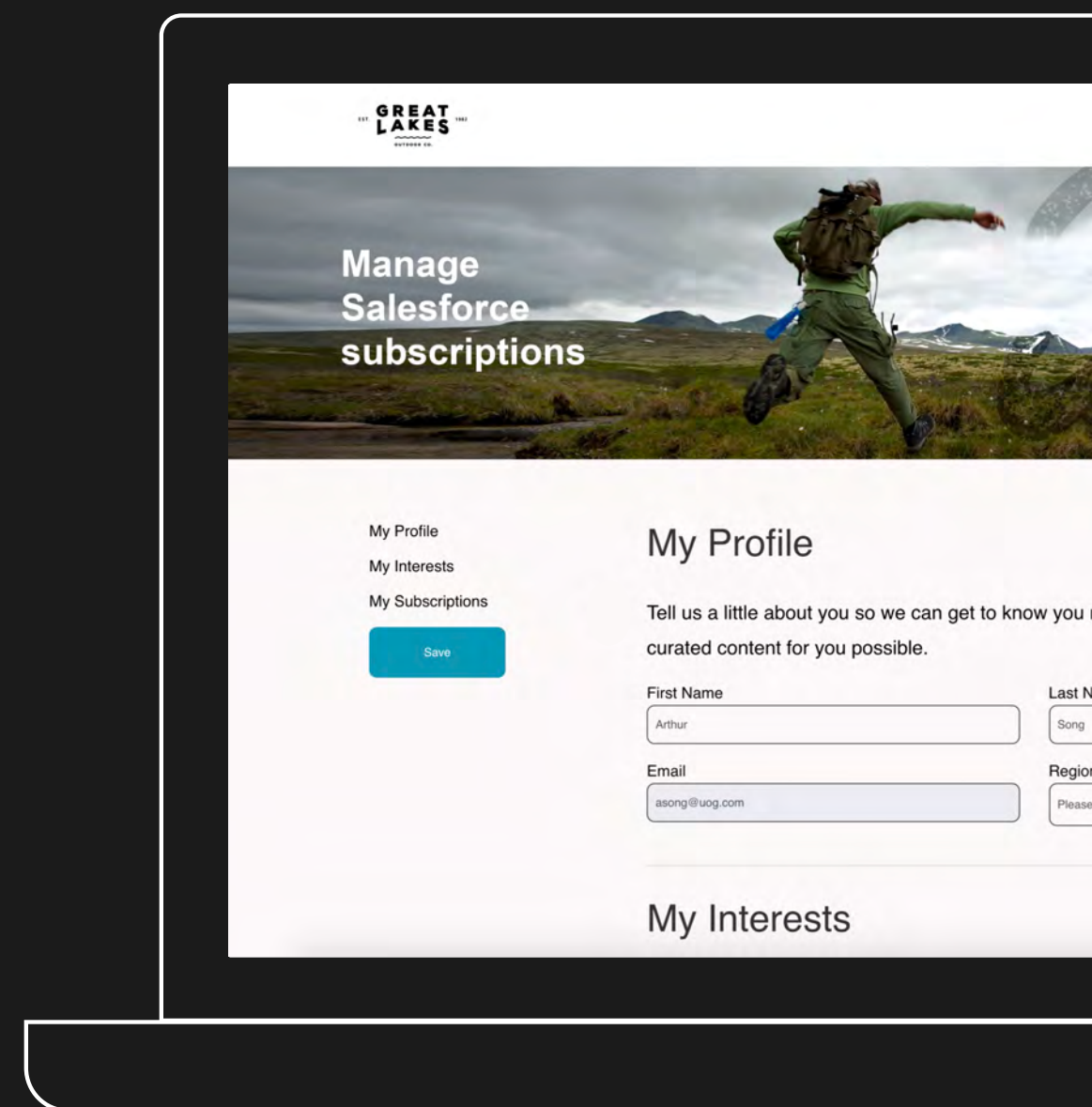




No-Code Preference Center

The first, fully configurable Marketing Cloud Preference Center

When marketers infer customer communication preferences, they often fall far short of understanding what customers truly want. Still, more than 60% of marketers don't allow their customers to select or manage preferences.



Real customer insights, powered by clicks, not code.

Say goodbye to out-of-the-box preference centers that simply capture opt-outs. With No-Code Preference Center, marketers can create curated experiences that put customers in control of the communications they receive. Better yet, our solution enables marketers with the power of customization to help your business innovate and personalize faster.

Meet your customers on their terms

Lower opt-out rates and improve engagement by allowing customers to have more control over their subscriptions and communication channels.

Quick setup

Enable a completely custom preference center experience faster than ever.

Improve segmentation

Capture customer data at opt-in to improve personalization, engagement and ROI.

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Digital



Streamline the process and make your content more personal

Admin UI	Manage fields, layouts and more directly in Sales Cloud without a single line of code.
Marketing Cloud Compatibility	Capture customer preference data directly in Salesforce and dynamically sync to Marketing Cloud using the standard connector. By managing preference data within Salesforce, you cut out the need for custom, bi-directional integration—helping you better leverage customer 360 data.
Compliance	Easily comply to global and regional subscription management laws such as CAN-SPAM, CASL, and GDPR.
Enterprise scale	Support multiple products and business units with multiple UIs, nested categories, and a reusable data models.
Reports	Easily monitor subscription statuses and trends with standard reports. Plus, seamlessly integrate with Einstein Analytics to start generating user insights.

