

Deploy Advanced Mobile Capabilities in Salesforce Marketing Cloud with Swrve

Swrve is the world's leading mobile-first customer engagement platform partnered with Salesforce Marketing Cloud to deliver sophisticated mobile interactions for global enterprises.



Salesforce Marketing Cloud is the world's leading platform for customer journeys and supports the creation and orchestration of multichannel customer journeys via data driven marketing tools. Salesforce Marketing Cloud connects every customer interaction across email, advertising, and web to create seamless customer experiences.

But Salesforce Marketing Cloud does not deliver when it comes to mobile.

Salesforce Mobile Studio provides marketers with mobile campaigns to suit basic needs, but not advanced mobile capabilities. This can mean anything from restricted audience targeting and segmentation, limited AI support and no real-time functionality, and crucially, an insufficient range of content types that can be delivered on mobile.

With Swrve, Salesforce Marketing Cloud customers unify experiences, and deepen connections with their customers through rich, advanced mobile capabilities, all designed and built to sit and deploy within Salesforce Marketing Cloud (Journey Builder). Swrve connects mobile-first data with channels like email, web, and digital TV to provide a seamless, cohesive customer experience across all channels, and in turn uses data from those channels to inform, target, and trigger experiences on mobile.



If you're a Salesforce customer looking to deliver the best possible customer experience on mobile — and enjoy increased brand loyalty and revenue as a result — the team at Swrve can help.

In Journey Builder, multichannel customer journeys can be triggered by mobile events such as views, clicks, events or even the breaking of a geo-fence using Swrve. And rich, native mobile elements are right at your fingertips, including:

 Entirely customizable in-app campaigns.

Build pixel-perfect screens in any configuration you choose, that are always true to your brand.

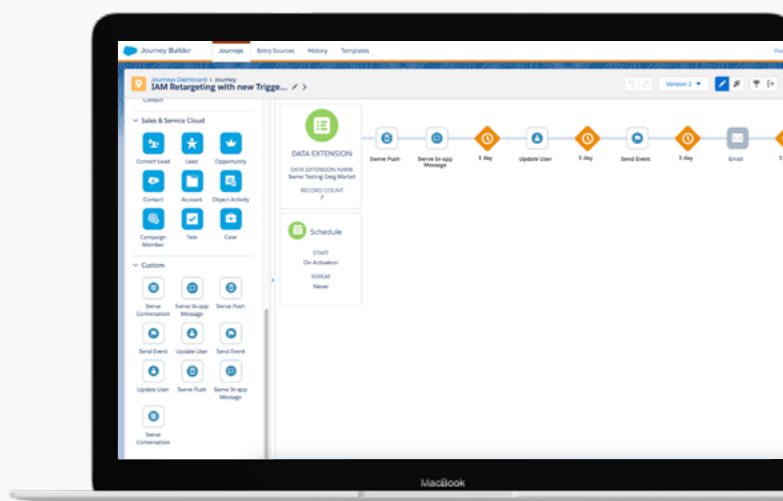
 **Embedded experiences in mobile apps.**

Show specific campaigns or content within the app experience, and optimize on-the-fly for best performance.

 Video content delivered either via push notification, in-app message, or embedded experience.

 Multi-screen surveys or experiences, all defined and delivered within the app with no need for version updates.

Swrve enables rich, powerful mobile interactions to be integrated directly into Salesforce Marketing Cloud journeys.



Why Swrve + Salesforce Marketing Cloud?

More (Much More) Data

The Swrve SDK ingests far more granular data by default. Additionally Swrve enables payload data ingestion and advanced audience payload targeting which improves engagement by 3X across channels. Swrve can feed data into virtually any in-house system, including CRMs, CDPs, Salesforce Datorama, Interaction Studio, Mobile Studio, Customer 360 Platform, Automation Studio, DMP and more. Salesforce Marketing Cloud users can also pre-set the user lifecycle stage to create better campaigns. For example, set your users as new, lapsing, testing, bounced, disappearing, engaged, etc to suit your marketing, service, and commerce needs.



Dynamic Personalization

Swrve personalizes every aspect of the customer experience from text, to images, calls-to-action, and deeplinks. In addition, Swrve supports Salesforce Marketing Cloud users with a much wider, more sophisticated library of dynamically personalized content to build experiences with, including:



Video content for push notifications, in-app messages, and in-app survey templates.



Delivery and storage of in-app campaigns to the message centre, as well as triggered on specific in-app behaviors or events.



Embedded experiences with a simple injection of JSON or HTML directly into the app without requiring a developer or app updates.



Dynamic personalization per subject based on user behavior, for example favorite item, previous purchase, search history.

Advanced Geo Targeting and Triggering

Swrve gives Salesforce Marketing Cloud users advanced geo targeting and triggering capabilities. Target your mobile experiences using a radius, a range of geo-fences/lines, offline geo, cooling off conditions, and more. Swrve geo is accurate to a range of 5 metres, and is scalable to millions of locations per end-user. In addition, geo analytics feeds user segmentation for further campaigns and experiences, for example customers who have visited specific movie theatres, or shopping malls, etc.

Swrve Event Streaming Scales in Real Time

Swrve is built on an event based streaming engine which can scale in real time as your app becomes popular. We work with some of the world's biggest enterprise brands who trust our ability to deal with the data volumes in real time as demanded by mobile. Swrve pairs seamlessly with Salesforce's relational database to give a real-time understanding of customers.

Mobile-first Machine Learning and AI

Swrve has machine learning specifically built for mobile. Optimal send time for push, propensity to churn from your app, or propensity to convert which can be tied to specific mobile events. We can also share this data with Salesforce Marketing Cloud to inform and trigger interactions across channels.

swrve.com/demo

Pixel Perfect, Native In-app Messaging

Swrve In-app Messages are unique as they are cached on the users device to render natively as part of the app experience. This enables complete pixel perfect freedom in how you design and position your in app messages. Swrve In-app Messages are also triggered by specific mobile events and their associated metadata.

Swrve also supports:



In-app Message centre support.



Conversation (multi stepped in-app experience).

Sophisticated Push Capability

Swrve In-app Messages are unique as they are cached on the Swrve offers true 1:1 personalized push messaging of content, assets (images, video, gif), silent push, geo and other advanced push features and actions—all managed within and through Journey Builder. Swrve push is built for speed with 2.2M notifications delivered per minute.

Swrve also supports:



Quick push and large volume push sends.



Web push.



Background updates or silent push notifications.

Connected, Personal OTT Experiences

Swrve is the only customer engagement platform on the market that supports customer experiences on OTT channels. Whether your customers are watching on Apple TV, Android TV, Roku, Fire TV, Samsung, or LG, Swrve's OTT SDKs have you covered, meaning that you can increase the relevance of messaging and build lasting, valuable relationships. Connect OTT channels seamlessly with customer journeys on mobile, email, and web for a truly omni-channel experience.

Native A/B Testing

Swrve allows you to test anything in your app, from UI elements, difficulty, or pricing—whatever you define as a resource you can test. Swrve enables product teams to determine the success of changes in UX or new feature launches without releasing new code. Swrve also gives Salesforce Marketing Cloud users the ability to use QA devices and receive detailed QA reports so every experience is tested and iterated before it goes in front of your customers.

Mobile Specific Reporting & Analytics and Data Portability

Swrve includes a number of reports that are developed especially for mobile-first companies. Swrve is built with an open data framework meaning we can share our raw data for advanced analytics and audience segmentation.

Robust Selection of SDKs

Swrve has a robust selection of SDKs to support experiences across virtually any device, including: Android, iOS, Huawei, React Native, Unity, webOS, Tizen, Amazon Fire TV, Smart TV, Android TV, Roku, LG Web OS.

android



iOS



HUAWEI



React Native



unity



webOS



TIZEN



amazon firetv



androidtv



Roku



LG webOS

