



**MobiLytix™**

# Digital Marketing

**For Omnichannel Customer  
Engagement Automation**

- Increase engagement rate
- Reduce Total cost of ownership

# MobiLytix™ Digital Marketing

MobiLytix Digital Marketing is an all-in-one customer engagement automation platform delivering engaging and personalized customer experiences through email, web, mobile and social channels.

<b>Audience Builder</b>	Real-time audience builder built on user persona, behavior and goals
<b>Dynamic Personalization</b>	Create personalized content with GenAI capabilities
<b>Omni-Channel Digital Journeys</b>	Personalize anything across channels, add dynamic content
<b>Mobile Marketing</b>	Push rich contextual notifications, send targeted messages, track user actions
<b>Social Media Marketing</b>	Grow social followers, schedule and post rich content, measure performance
<b>Email Marketing</b>	Reach inboxes like a pro, design beautiful dynamic emails, and track user actions
<b>WhatsApp Marketing</b>	Send targeted messages and rich contextual notifications
<b>Conversational Marketing</b>	AI-Powered Chatbot with NLP, Live Agent support, multichannel integration
<b>SMS Marketing</b>	Expand Reach, Engage Customers, and Boost Conversions with Ease and Efficiency
<b>Online Store Integration</b>	One-click integrations, track store activity and recover abandoned carts
<b>Social Ad Management</b>	Run targeted promotions, post across Digital channels and manage budgets
<b>Analytics Dashboards</b>	Measure everything with extensive customizable dashboards and reports
<b>Website Tracking</b>	Track users on website, run social retargeting campaigns
<b>Landing Pages &amp; Forms</b>	Design beautiful landing pages, track conversions and increase engagement

# Core Product Elements



## Centralized Customer Data

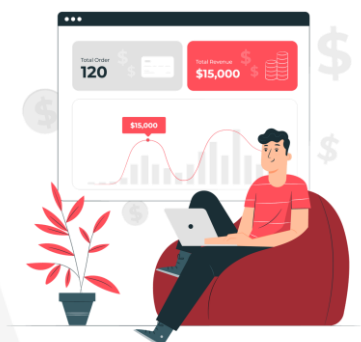
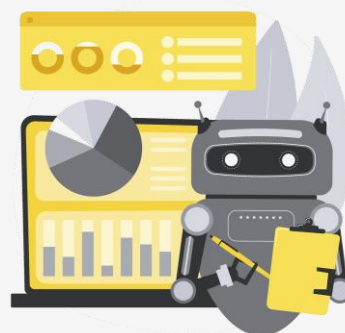
Unify customer data to create a 360-degree view of the customer across channels.

- Channel Data Consolidation
- Buyer Behavior & Commerce Data
- Integrated Social Data
- Identify Patterns & Drive insights

## Omnichannel Automation with GenAI based Personalization

Omnichannel Orchestration and automation across web, mail, ecommerce, and social media channels for highly targeted and personalized customer journeys, integrated across multiple business lines

- Create personalized content with Generative AI capabilities
- Enable real-time communication
- Map customer journeys across all digital channels



## Monetization

Unified store-front to maximize revenue through increased conversions and elevated buyer experience

- Monetize online/offline channels
- Integrate e-commerce apps
- Drive conversions
- Build brand affinity through Loyalty & Rewards program

## End-to-End Operations

Expert Marketing Operations team to design, execute, analyze, and optimize customer journeys

- Design and build campaigns across channels
- Monitor and analyze performance
- Optimize campaigns to achieve campaign goals



# MobiLytix™ Marketing Studio



## MobiLytix Real Time Marketing

An AI-powered real-time interaction management and multichannel marketing automation platform. **Achieve 12% plus incremental revenue.**



## MobiLytix Rewards

An end-to-end automated solution with a wide range of use cases to drive revenue, deliver personalized experiences, build rewarding relationships, and enhance engagement with gamification.



## MobiLytix AI<sup>x</sup>

New generation AI modeling workbench that accelerates model development. **Cut time-to-deploy models by 50% with 85%+ accuracy.**



## MobiLytix Digital Marketing

A customer engagement automation platform for crafting personalized journeys and content across a brand's digital channels.



## Data Science As A Service

Accelerate the use of AI in CVM with **70+ ready-built** and proven models that support engagement across the customer lifecycle.



## Managed Marketing Services

Leverage our specialists in Loyalty & Rewards, consulting, analysis, campaign, operations and performance evaluation. Reduce time to market and improve returns.

## About Comviva

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Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market, and flexibility to meet our customers' evolving needs better as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with communications and financial industry organizations to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries. They have delivered the benefits of digital and mobility to billions of people around the world. For more information, visit us at [www.comviva.com](http://www.comviva.com)

