



Agile Marketing Cloud Platform

For all channels results

Barcelona - Bangkok - Paris - Guiyang - Toronto

FORRESTER®



cybervadis

Summary

Analysis	3	The Scal-e company	23-28
Problematic	4-5	• Different types of needs	24
Solution	6	• Presentation	25
Agile Marketing Cloud Platform	7-22	• Marketing recognition	26
• Agile Marketing Cloud Platform	7-8	• B2B, B2C & B2B2C references	27
• Why “Agile”?	9-14	• International platform	28
• Why “Marketing Cloud”?	15-17		
• Why “Platform”?	18-22		

Analysis

Customers want a personalized experience and brands that personalize this experience generate more revenue.



Personalized experience

Consumers

69% of consumers said they were more likely to buy from a brand that personalizes their experience*.



Significant gains

Company

Personalization leaders saw a 50% increase in revenue per customer and loyalty compared to brands with low personalization maturity{{dot} . }

* Embrace meaningful customization to maximize growth. New study from Deloitte Digital on the value of personalized CX.



Why don't all brands personalize the customer experience?

Problematic

You must be able to acquire customer knowledge in order to personalize their experience.



Additionally, brands must be flexible and adapt to changing customer needs and preferences in order to retain them.

01
Data



02
Awareness



03
Strategy



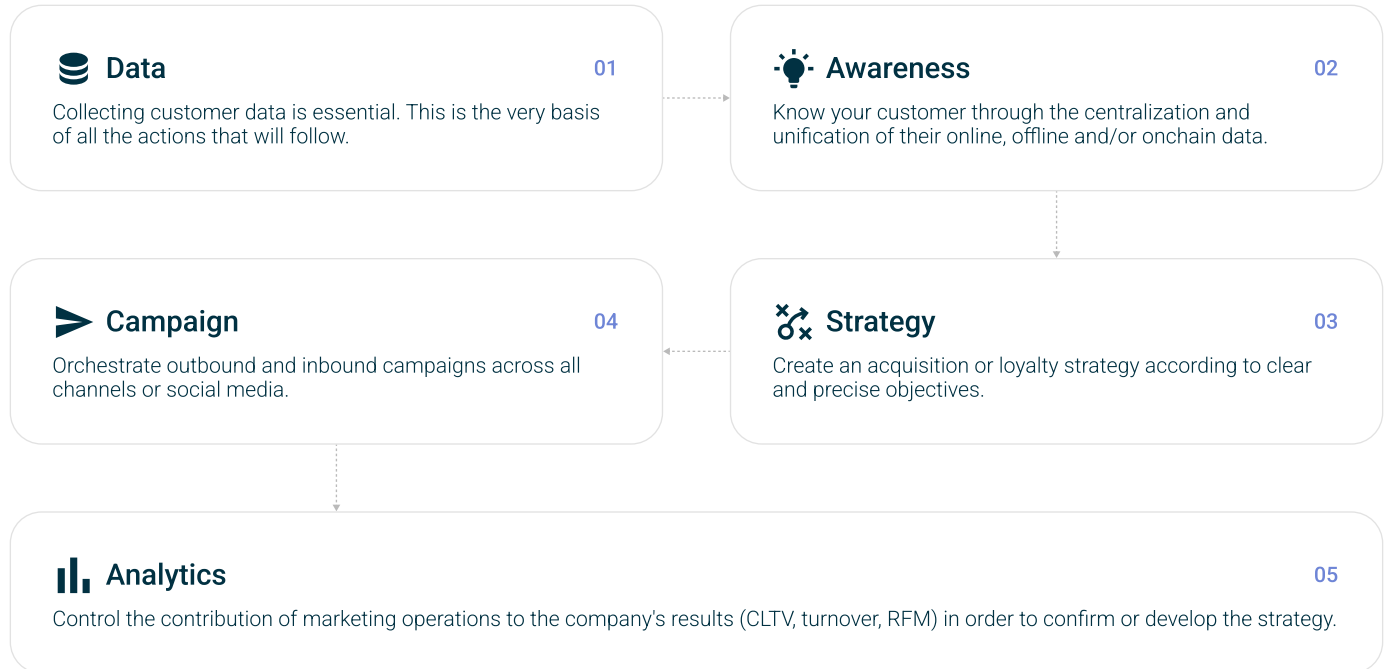
04
Campaign



05
Analytics

Solution

Brands must have “marketing tools” in order to follow the following process:

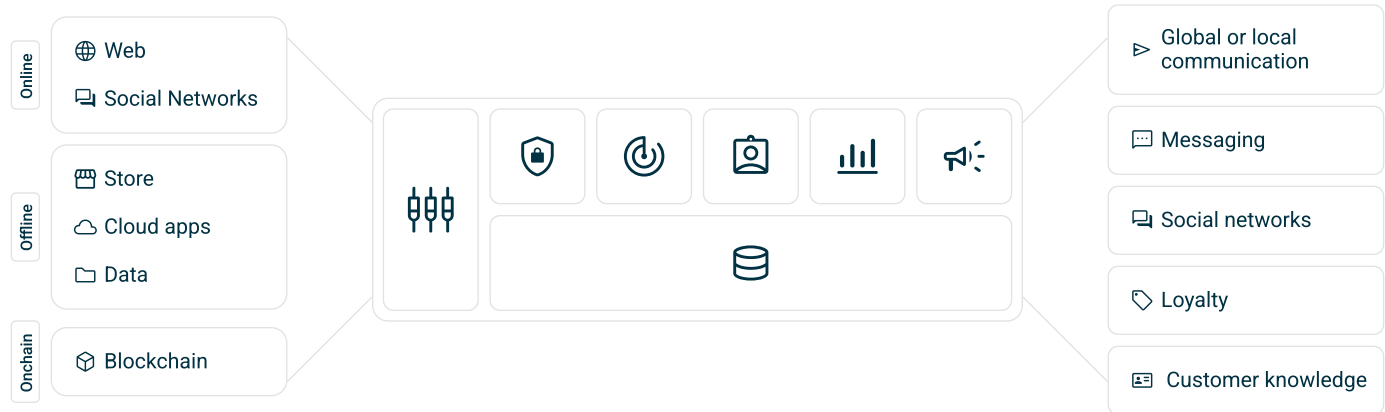


This tool is called...

Agile Marketing Cloud Platform

Agile Marketing Cloud Platform

A natively integrated solution to respond to all or part of the 5 steps of the process.



01
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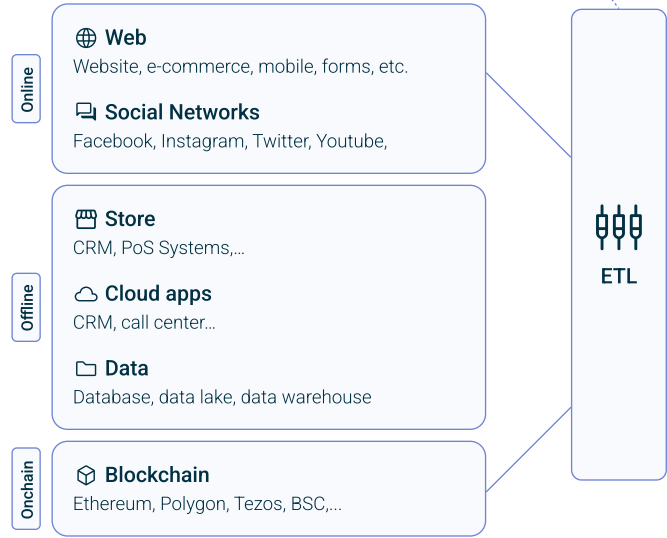
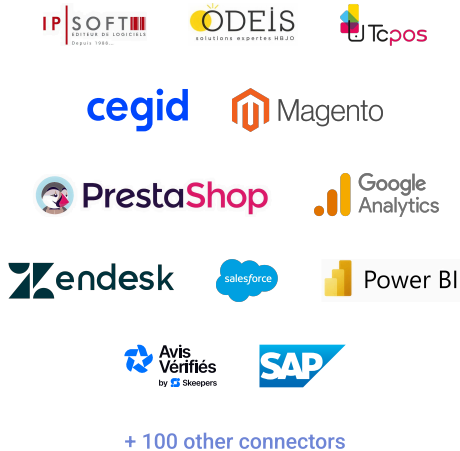
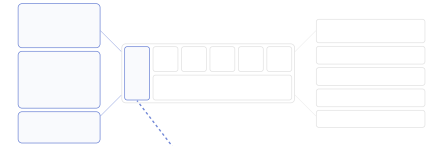
05
Analytics

Why “Agile”?

Agile Marketing Cloud Platform

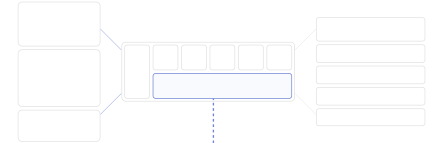
1 API + 110 Connectors

To connect the Scal-e platform with your different data sources to collect, clean and unify information within a 360 customer view.



Agile data model

To configure personalized B2B, B2C and/or B2B2C data models, and evolve them.



B2B

Raw data	Enriched data	Analytics
Business name	AQME	
SIRET	26X6XXXX	
Contact	Leo Monty	
E-mail	l.monty@aqme.com	
Status	Proposal sent	
Favorite channel	SMS	
Pipeline level	Opportunity	

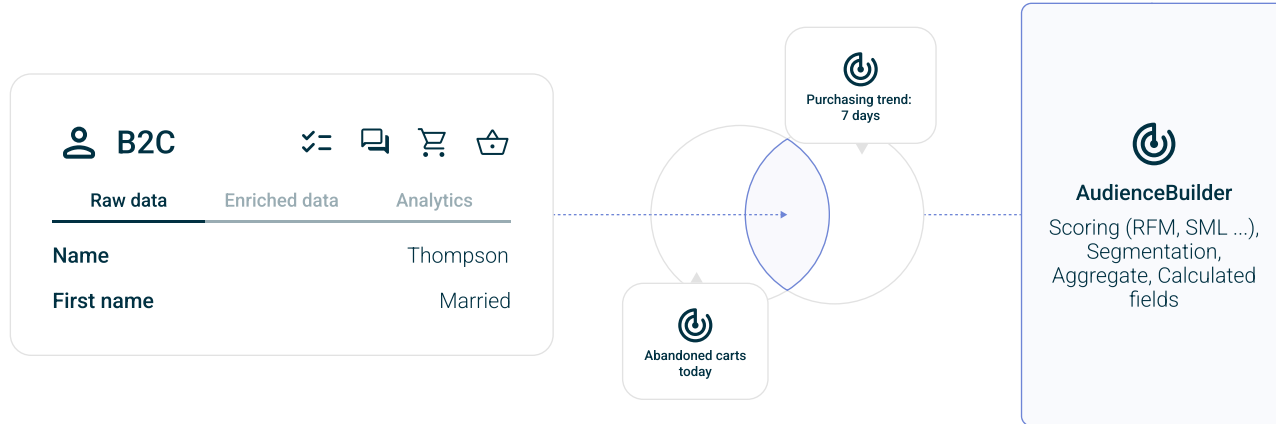
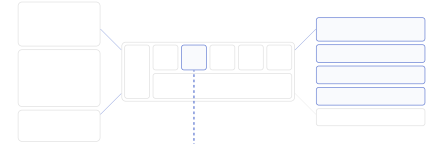
B2C

Raw data	Enriched data	Analytics
Name	Thompson	
First name	Married	
Address	12, Marker St.Paris	
E-mail	Th.marie@yahoo.fr	
Phone	+33766666666	
Favorite channel	SMS	
Consent to marketing offers	Okay	

CDP
(Customer Data Platform), DQM

Personalized scoring, segmentation, personalization, recommendation

To target the right people with the right message and the right benefit.



Agile Marketing Cloud Platform

All marketing strategies and +30 channels

To improve your acquisition, loyalty and communication strategy. Reach your customers on their preferred channels:



▶ Global or local communication

Email, SMS, push, web push, mobile wallet, in-store POS or call center, etc.

💬 Messaging (customer service or marketing)

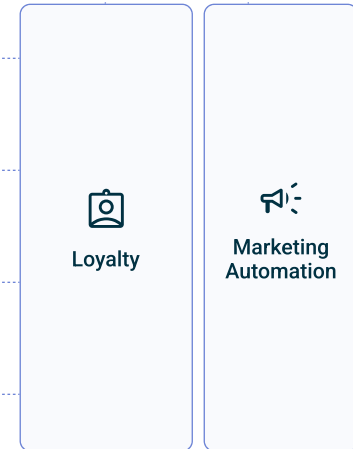
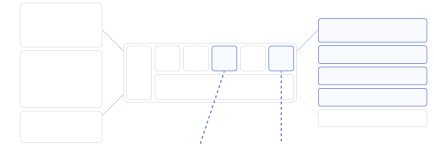
Messenger, Whatsapp, Viber, Telegram, Wechat, ...

🌐 Social networks

Facebook, Instagram, Twitter, Youtube,

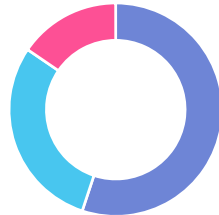
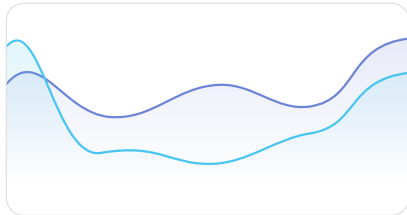
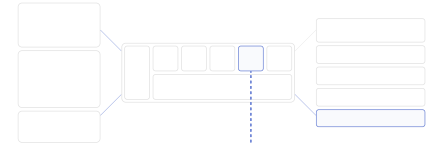
🔑 Loyalty

Tiered, points-based programs, or NFT/tokens, coupons/vouchers, animations, etc.



Personalized visualization of data, populations, segments, operations, campaigns

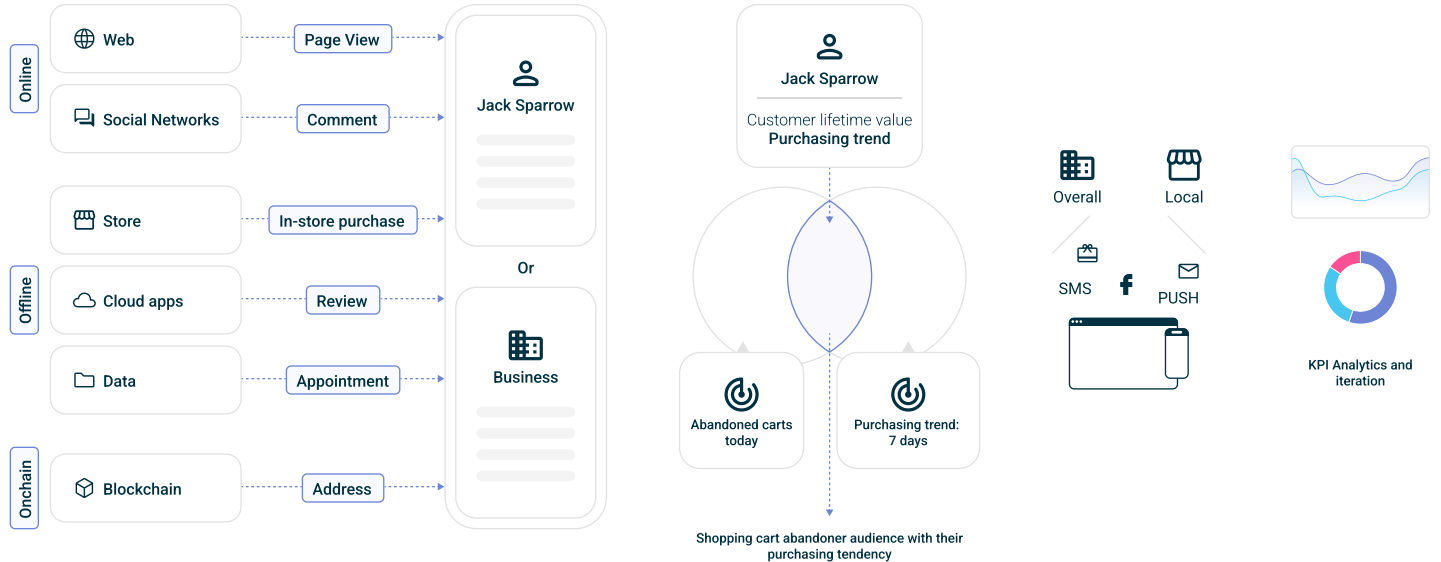
To observe and understand the full power of your data.



A light blue rectangular box containing a bar chart icon at the top. Below the icon, the text reads "Customer knowledge" in bold, followed by "Dashboards, reporting, clienteling" in a smaller font. A dotted line connects the top of this box to the highlighted square in the dashboard schematic above.

Why “Marketing Cloud”?

From data acquisition to loyalty.



01
Data

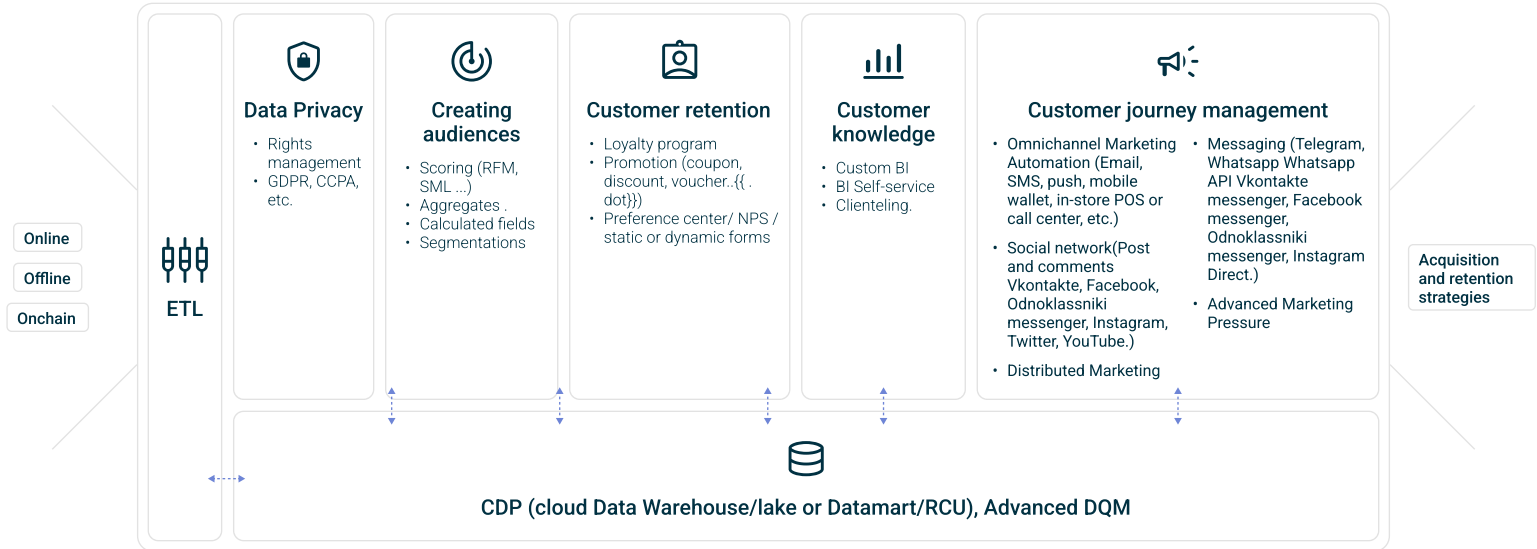
02
Awareness

03
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Campaign

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Natively integrated into a cloud environment



01
Data



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Why “Platform”?

Innovations

For security and customer data management capabilities.

Holding Insulation

Avoid data leaks between customer databases.

[#compliance](#)

Granular access rights

Allow users to access all or part of the modules, functions and/or data (private or not).

[#compliance](#)

Data virtualization

Connect, bring together and transform data silos to create real-time 360° customer views.

[#Innovation](#) [#BigData](#) [#Agility](#)

Sustainability

Proud of our Diamond score, we are constantly working to anticipate your future requirements (water cooling for better energy efficiency, etc.).

[#CSR](#)

Distributed processing

Leverage available resources to perform tasks (same or different) independently to scale your execution capabilities.

[#Innovation](#) [#BigData](#)

Cloud Offerings

Innovative, agile, compliant and CSR Cloud offers meeting volume management and calculation challenges in a personalized manner for each client.

[#Innovation](#) [#Agility](#) [#Compliance](#) [#CSR](#)

Privacy by default

Privacy by default platform (or by design via configuration) allowing the highest level of security to be applied as standard.

[#compliance](#)

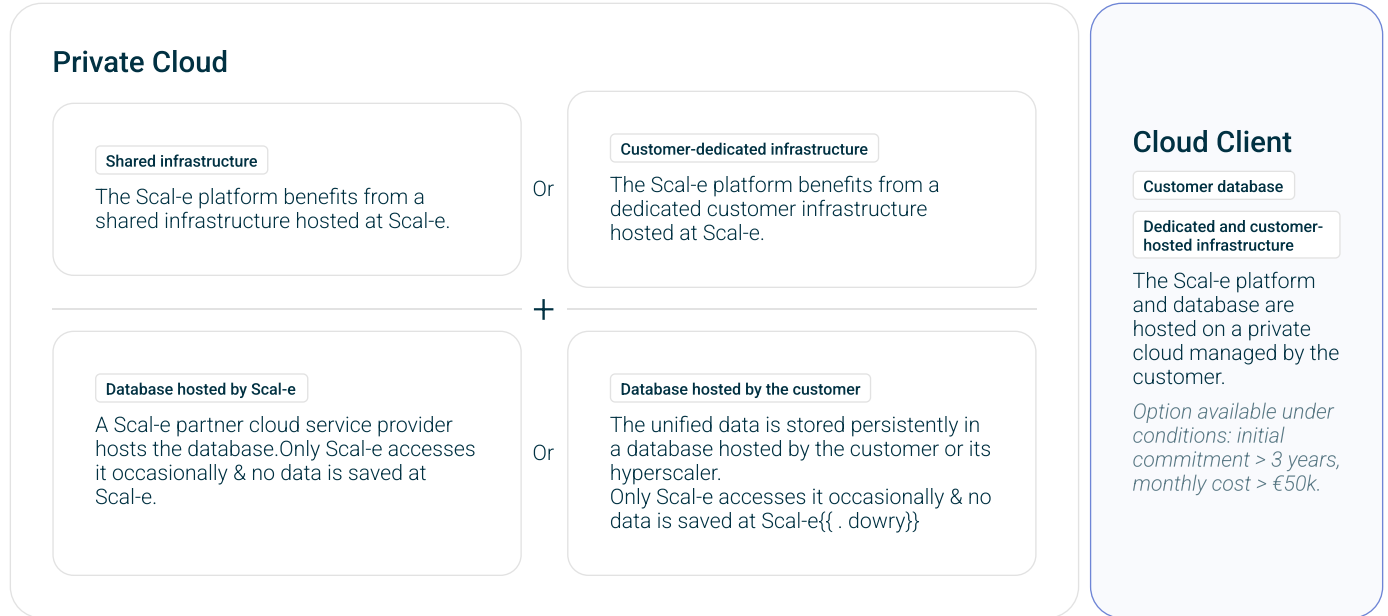
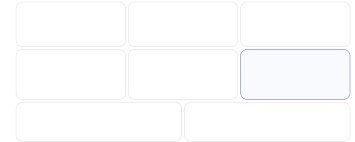
Compliance & Access Rights

Our Bare Metal servers are ISO/IEC 27001, 27017, 27018, 27701, CSA Star, SOC 1-2 type 1 and HDS. certified.

[#compliance](#)

Cloud Offerings

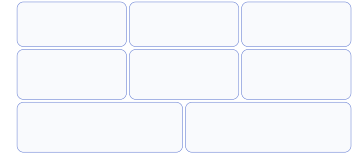
To offer cloud offers adapted to your context and your data security and hosting requirements.



Agile Marketing Cloud Platform

Awards

To certify our commitments, Scal-e has been audited multiple times by Forrester and other market experts and listed as one of the most innovative solutions for companies with B2C and/or B2B activity.



Forrester CDP B2B Wave Report Q3 2023

Asia Pacific (APAC) Tech Landscape Q1 2024

Now Tech CDP World



Product score

3rd

Score on functions

- Data management
- Identify resolution
- Audience Building & . Management
- Journey Orchestration & Management
- Reporting

2nd

“Scal-e is a user-friendly CDP”

“Scal-e is a B2B and B2C CDP with marketing automation capabilities”

“Scal-e stands out for its robust, configurable data cleaning and normalization, ensuring businesses have access to accurate and streamlined data”

CSR

To participate in the global goal of carbon neutrality 2050.



We carry out an annual carbon assessment with an external firm, and in 2023, with Greenly, we achieved the highest rating: **Diamond, like only 1% of French companies.**



Scal-e is a signatory of the Planet Tech'Care manifesto, which brings together all those involved in responsible digital development. We are convinced that digital technology represents a major opportunity for innovation in support of the ecological transition.



In the long term, Scal-e is officially committed to an ambitious climate strategy to achieve the global goal of carbon neutrality by 2050. In 2023, we achieved Net Zero Contributor Greenly certification and are audited annually to monitor the implementation of our objectives.

Scal-e

The platform

We meet different types of needs

Collect, merge and **unify** online and offline data to create a **360° view of the customer** (RCU).

Manage **data quality**: (normalization or rectification) and **eliminate duplicates** to **improve recommendation** or **personalization strategies**.

Ensure compliance with the brand's **privacy policy** in all marketing operations, and manage/improve marketing pressure

Activate data on **new channels** (conversational: Messenger, WhatsApp, etc. or social networks: Facebook, Instagram), in addition to traditional relational channels (Email, SMS, Mobile Wallet,.. {{ . dowry}})

Gamify customer relations by implementing a **loyalty/sponsorship program** that not only values transactions but also interactions and customer experience.

Analyze data using **Dataviz, Segmentviz** and **BI Self-Service** modules: make more use of your **customer data** and get to know them better

Scal-e

Presentation

Scal-e's agile cloud marketing platform is designed to play the role of a “**marketing hub**” in order to **deploy acquisition and loyalty strategies** across all types of channels, such as **relational or transactional channels**, such as email, SMS, push; **conversational channels** like Whatsapp, Messenger, on social networks, like Instagram, Facebook, etc.. **or through loyalty, animation or sponsorship programs.**

To achieve this, the platform facilitates the **collection and unification of customer data** . from "**online**" **sources**: website/e-commerce, mobile application, etc., and from "**offline**" **sources**: point of sale system, database, etc., **as well as consent to guarantee confidentiality and the use of this data** to personalize content or recommend products.

The paradigm shift lies in the fact that the platform . adapts to existing IT environment. Thus, without making a big bang, the platform complements the existing information system in order to break down the silos between data, tools and the needs of the company in terms of acquisition, loyalty or reporting{{dot} . }

Scal-e

Marketing recognition

FORRESTER®

Mentions:

Forrester CDP B2B Wave Report Q3 2023

Asia Pacific (APAC) Tech Landscape Q1 2024

Now Tech CDP World

Rewards:

1st French CDP in the Now Tech CDP world

1st French CDP for B2B companies

3rd B2B CDP named in the Wave Report 2023



1st French RealCDP

facebook

Among the first 20 in Europe to integrate Conversions API

Google

Among the first in the world to integrate Firebase Messaging

cybervadis

Certified "Mature" by cybersecurity expert CyberVadis



They trust us

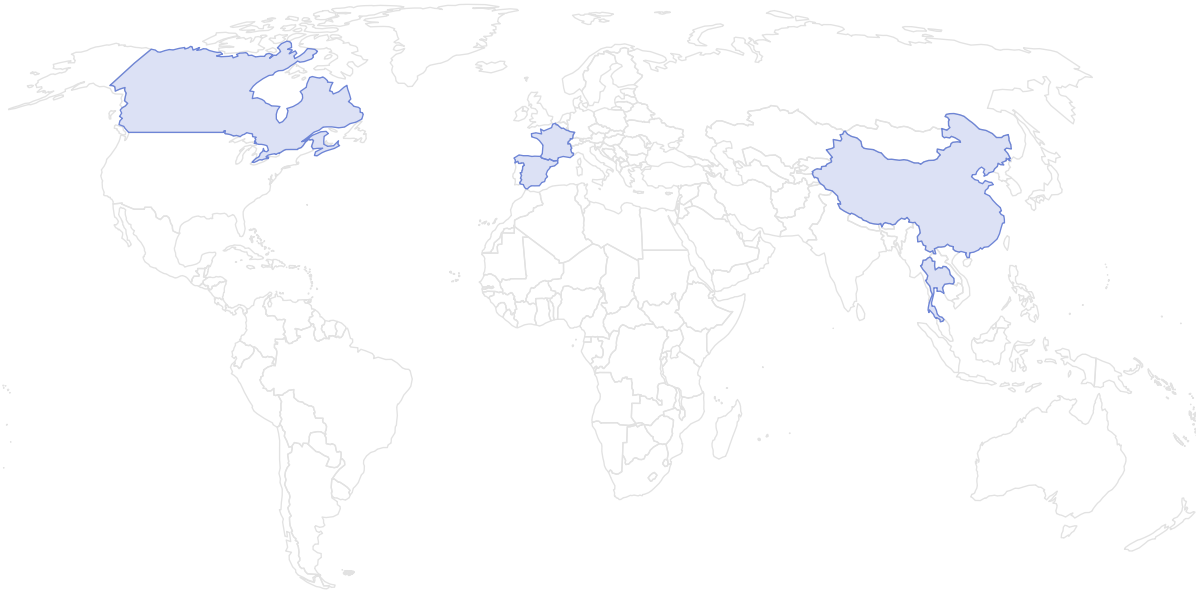
Current and past B2B, B2C & B2B2C references



Here are some references among our more than 200 clients

Scal-e

International platform in all areas



Multilingual platform





Agile Marketing Cloud Platform

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 [Scal-e.com](https://scal-e.com)

 [scalemartech](https://www.linkedin.com/company/scalemartech)

 [scale_martech](https://www.instagram.com/scale_martech)