

Create Personalized Offers in Real-Time

Together, Movable Ink + Pega make it easy for marketers to integrate Pega’s Next-Best-Action intelligence into their email campaigns, and deliver a frictionless customer experience. With Pega providing the intelligence and Movable Ink using it to automatically create highly personalized experiences, brands can dramatically increase customer revenue and satisfaction.

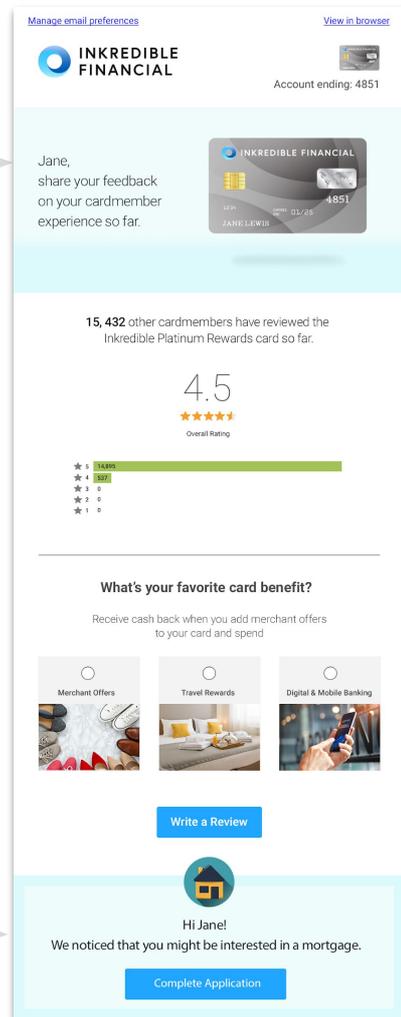
Movable Ink’s Intelligent Content platform takes recommendations in real-time from the Pega Customer Decision Hub, leveraging intelligence from inbound, agent, and paid platforms to optimize the email channel. This helps marketers eliminate disjointed experiences, jumpstart performance, and increase productivity — optimizing every customer interaction for both experience and business value.

ENHANCE ANY EMAIL CAMPAIGN

Movable Ink makes it easy to dynamically add customized and personalized offers into emails that are generated using Pega’s Next-Best-Action intelligence.

First name personalization on the credit card and hero image, powered by Movable Ink.

Personalized banner with Next-Best-Action based on customer’s previous behavior, powered by Pega.



MERKLE

As the largest global implementation partner for Pega, Merkle enables brands to turn their Movable Ink and Pega investments into real-time, targeted and individualized interactions that can be easily integrated into any email.

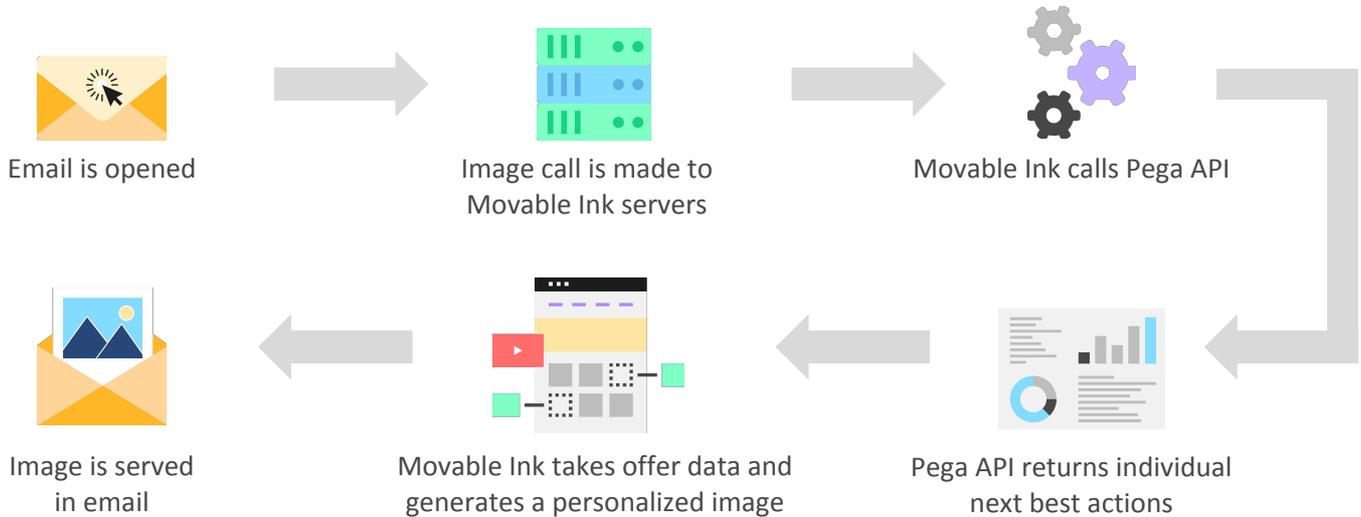
54+
certified senior Pega consultants

97+
certified global Pega consultants

45+
Pega implementations

Movable Ink and Pega built a connector allowing Pega’s Next-Best-Action intelligence engine to power content in any email. At the moment a customer opens the message, Movable Ink automatically generates an image-based offer in real-time, based on Pega’s recommendation.

HOW WE WORK TOGETHER



ABOUT MOVABLE INK

Movable Ink's platform helps digital marketing leaders create visual experiences that move consumers. With Movable Ink, marketers can free their data from silos to generate intelligent creative with millions of unique variations, across multiple channels and billions of moments. More than 700 of the world's most innovative brands have chosen Movable Ink as their visual experience platform.

ABOUT PEGA

Pegasystems Inc. is the leader in software for customer engagement and operational excellence. Pega's adaptive, cloud-architected software — built on its unified Pega® Platform — empowers people to rapidly deploy, and easily extend applications to meet strategic business needs. Over its 30-year history, Pega has delivered award-winning capabilities in CRM, powered by advanced artificial intelligence and robotic automation, to help the world's leading brands achieve breakthrough business results.

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