

Deliver more relevant customer experiences across email & beyond with **ActionIQ** and **SparkPost**

With seamless push-button delivery and real-time feedback on email engagement, deliver a truly personalized email experience and turn email into a channel of insight for the entire omni-channel customer journey

PROBLEM →





Today, most enterprises have made significant investments in channel technologies, often with email as the centerpiece of their first party data marketing strategy. But because of the limited data capabilities of these platforms, their promises for personalization have largely fallen short.

SOLUTION ✓

ActionIQ and SparkPost are the foundation for a modern Smart Hub martech stack. With ActionIQ providing the centerpiece of your data-driven customer experience strategy, and SparkPost providing best-of-breed email delivery and analytics, the joint solution provides not only a better email experience, but a better customer experience.

HOW IT WORKS

ACTIONIQ + SPARKPOST

DATA	INTELLIGENCE	ACTIVATION	SPARKPOST
 <p>Out-of-the-box real-time integration to ingest all email activity data from SparkPost to ActionIQ</p>	 <p>Model, segment and orchestrate audiences</p>	 <p>Real-time email activation with the push of a button, no back and forth between platforms</p>	 <p>At scale email delivery with industry-leading uptime and real-time activity tracking</p>

BENEFITS

“By combining the power of ActionIQ’s Customer Data Platform and SparkPost’s intelligent email solutions, organizations can deliver data-powered, highly tailored communications cost-effectively. This drives better engagement for the reader and improves their on-going brand experiences.”

- Hal Muchnick, Chief Commercial Officer at SparkPost

Real-time insights and delivery: API-based integration to create seamless experiences between platforms for both insights and delivery

Increase ROI: real-time insights from email drive not only a better email experience but a better overall customer experience, leading to increased revenue and higher customer LTV

Lower total cost of ownership: more relevant, higher ROI customer experiences and a lower price than all-in-one marketing cloud solutions