



To learn more about SDL Customer Experience Cloud, please visit www.sdl.com/cxc or contact us at: sales@sdl.com



SDL Customer Experience Cloud

Optimize the future of your customer experience with a complete, integrated and easy to deploy technology solution

SDL Customer Experience Cloud (SDL CXC) is an integrated technology platform that enables companies to deliver seamless, data-driven experiences to customers at every point of the buying journey – across all channels, devices and languages. 72 of the top 100 global brands use SDL technology to provide superior customer experiences.

SDL Customer Experience Cloud is made up of seven best of breed solutions that focus on every aspect of your customer experience: Analytics, Social, eCommerce, Campaigns, Web, Documentation and Language.



Analytics

Social

Documentation

eCommerce

Language

Campaigns

Web



Analytics

SDL Analytics solutions deliver marketers a ROI of over 1000%.

Power data-driven marketing decisions with customer specific analytics to maximize marketing conversion

SDL Analytics solutions deliver data analytics connected to each core application to provide insights into customer behavior and intent, allowing for better allocation of your resources to improve the overall return on marketing and operational investments.



Social

SDL Social solutions guide business decisions for large global brands.

Leverage actionable insights from social data to drive real-time business decisions and enhance the customer experience

SDL Social solutions provide a structured approach for businesses to understand what customers and prospects care about, attitudes and behavioral triggers, and drivers behind consumer actions. This data drives smarter resource allocation to improve targeting and ROI for customer acquisition.



Documentation

SDL Documentation solutions reduce content production by as much as 40%.

Empower technical teams to create engaging documentation that guides customers to answers, and turns buyers into lifetime advocates

SDL Documentation solutions automate the product documentation lifecycle from creation to delivery, enabling you to efficiently create detailed product content for any language or channel that is now a critical part of the customer journey.



eCommerce

SDL eCommerce solutions drive \$14B in online revenue annually.

Turn browsers into buyers by delivering personalized and data-driven omni-channel shopping experiences

SDL eCommerce solutions combine onsite search and navigation, data-driven merchandising, and personalization to guide the right customer to the right item in the right context, putting you in control of how you sell, inspire, and convert customers.



Language

SDL Language solutions solve the language equation with translation solutions for every scenario.

Create new routes to market and revenue with an integrated globalization strategy

SDL Language solutions bring together leading translation services and the latest in language technologies for workflow, terminology, productivity and automation to power any enterprise globalization strategy, as well as the localization supply chain.



Campaigns

SDL Campaign solutions drive marketing campaigns for over 400 global brands.

Orchestrate insight-driven, personalized, global marketing campaigns to drive conversion at every customer touch-point

SDL Campaign solutions optimize marketing campaign effectiveness by helping you understand, predict, target and track individual customer segments with the right offers via the channel of their choice, including email, social and web.



Web

SDL Web Content Management solutions power the sites of the top global brands and have earned #1 ranking from Forrester and Gartner.

Drive the ultimate web experience by delivering relevant information at the right time, on the right channel and in the right language

SDL Web solutions deliver an integrated approach to brand management with technology for multi-channel engagement, web content management and audience targeting, putting the control of the entire digital ecosystem at your fingertips.