



**MARKETEER**



## Make more valuable customer connections with our bespoke marketing automation tool.

Dynamic campaign journey management that enhances your conversion and retention flows with a suite of personalisation options.

- Gain a 360° view of your customer and a detailed understanding of their lifetime engagement.
- Optimise your campaigns with over 100 different data points and extensive segmentation capabilities.
- Enjoy seamless integration with any data source.
- Customise the tool to your specific campaign with scalable packages that accommodate any audience volume.
- Marketeer can be integrated with other Bennu tools or run alongside your existing systems.

### KEY FEATURES

#### Customisable audience builder

- Create your own audience
- Enhanced segmentation with over 100 attributes
- Compare attributes within an audience
- Combine or exclude attributes

#### Campaign management

- Create a sequence of campaigns with scheduled steps
- Split and A/B test based on fixed criteria
- Multivariant testing with multiple segments
- Yes-No split functionality
- Edit and schedule one-off or recurring campaigns

### WANT TO LEARN MORE?

Let's talk: [hello@bennutechnologies.com](mailto:hello@bennutechnologies.com)