



# TURN YOUR LEADS INTO LOYAL CUSTOMERS

Deliver meaningful messages along every step in the customer lifecycle.

**By leveraging customer behaviour data and analytics, and automating relevant omnichannel interactions, Grapevine enables you to deliver meaningful messages along every step in the customer lifecycle.**



## CONNECT & ENGAGE

Engage with known and unknown visitors across channels and in real time.

- Omnichannel Delivery & Engagement
- Web, Push, SMS, USSD, Email and Social



## CONVERT & EXPAND

Fine-tune your lead funnel for maximum conversion.

- Lead Management & Scoring
- CRM Integration



## ATTRACT & CAPTURE

Gather behavioural data to create more complete user profiles.

- Behavioural Tagging
- Progressive Surveys



## NURTURE RELATIONSHIPS

Build relationships with personalised customer conversations at scale.

- Automated Nurture Programs
- Customer Journey Mapping



## ANALYSE RESULTS

Make more informed decisions that drive better results.

- Reporting Dashboards
- Email Insights



# END-TO-END SOLUTIONS FROM A SINGLE SOURCE

Engage with your customers across Web, Push, SMS, USSD, Email & Social.

Marketing Automation success depends as much on the expertise, processes and people as on the technology. That is why Grapevine provides clients with a team of experts to achieve their marketing goals by providing the strategies, tools and support needed.

**Call us on 087 023 0140**

## GRAPEVINE PROFESSIONAL SERVICES

### CONSULTING SERVICES

- Digital Communications Planning
- Customer Journey Mapping
- Behavioural Marketing Workflows
- Marketing Automation Roadmap

### MANAGED SERVICES

- Omnichannel Automation Program
- Click n Load Mailing Assets
- Responsive Mailing Templates
- Email Marketing Campaigns
- Surveys
- Mobile Push Marketing Campaigns
- Web Forms & Landing Pages
- Advance Reporting & Analytics

### SUPPORT & TRAINING

- Technical Implementation
- IP Warming Procedures
- API/CRM integration
- Mobile/SMS Integration
- Behavioural Tagging (web tracking)
- On-Boarding Programs
- On-Premise Product Training
- 24x7 Technical Support

Grapevine is South Africa's #1 Implementation Partner for  
**IBM Watson Campaign Automation**