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# A unified marketing platform for marketing teams

Built for teams of all sizes, Marketing Plus unifies all your marketing activities on one platform. Engage your audience across multiple channels, increase the ROI of your marketing spend, and optimize your team productivity.







Trusted by  
80 million+  
users  
worldwide



# Brand Studio: Seamless campaign execution

Marketing Plus enables your team to build multiple campaigns, create activities, assign tasks, and track campaign progress in real time—all on a single screen.

The screenshot displays the Brand Studio interface for a project titled "Travel Planner Mobile App Launch". The interface includes a sidebar with navigation options: Campaigns, Social, Marketing, Automation, Survey, PageSense, Webinar, Backstage, Analytics, Recent Items, and Favorites. The main content area shows a timeline of activities:

- JAN 24 2023:** Travel Planner Mobile App Launch (Announcement, Product Launch, Global) by Amelia Burrows (OWNER).
- JAN 1 2023:** Started the Project - Travel Planner Mobile App Launch (EMAIL CAMPAIGN) - Premium Customers - Travel Planner Early Access Invite. Status: SENT. Pending Tasks: 3. Created By: Amelia Burrows. Type: Regular.
- JAN 4 2023:** Early Access Feedback - Travel Planner (SURVEY). Status: LAUNCHED. Pending Tasks: 4. Owner: Amelia Burrows.
- JAN 17 2023:** Your travel companion is here. Check out the latest release from Zylker,... (SOCIAL POST). Status: PUBLISHED. Pending Tasks: 3. Published By: Amelia Burrows. Channels: Facebook, Twitter.

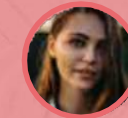
At the bottom, there is an "Activities" table and a "Pending Tasks" summary:

Activities	LAUNCHED	SCHEDULED	PENDING
Email Campaigns	6	4	2
Social Posts	3	2	1
Surveys	5	3	1
Events	7	4	3

**Pending Tasks Summary:** 16 out of 19 tasks. Breakdown: 6 Open, 6 In Progress, 4 On hold.

## Collaborate contextually with every stakeholder

Discuss launch plans, collaborate on campaign material, co-create brand assets, share important details at the right time, and more—all from within the platform.



**Amelia Burrows**

Jan 23, 2023 at 11:30 AM

**Hello everyone,**

Our new mobile app launch is only a few weeks away. We'd like everyone involved to be ready in time to ensure a smooth experience for our customers.

For those of you expecting to attend, here is a small check list for you to consider:

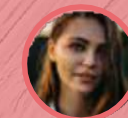
- Join the launch group



**William Stone**

Jan 23, 2023 at 11:32 AM

We should also work on a newspaper ad, shall we? Amelia Burrows



Good luck everyone. This is going to be our best launch so far.

**Attach Files** ▾

# Customer segmentation for better personalization

## Edit Segment

Name

Global Premium Customers

Criteria

1		Opt-in	is true (Yes)	true	⊖
2	and	Privacy and Terms	is true (Yes)	true	⊖
3	and	Average amount spent	>	200000.0	⊖
4	and	Company Name	contains	LLC	⊕ ⊖







Save

Cancel

Easily group your customers who share commonalities by choosing multiple criteria. Create a unique campaign for each group and deliver personalization at scale.

# Brand Assets: Store marketing materials and use them directly in campaigns

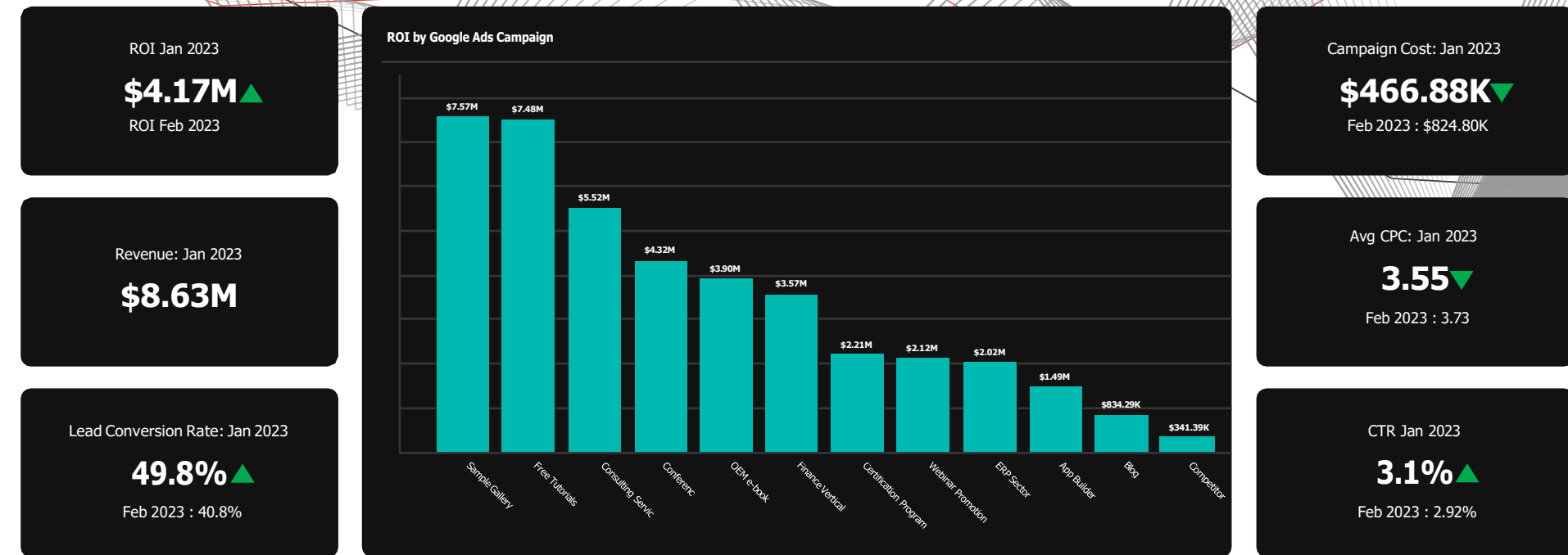
Create marketing collateral like graphics, videos, and decks. Categorize and store them in folders based on campaigns, access them anytime via a simple search, and use them directly in your campaigns—thereby eliminating the hassle of downloading and uploading files.

FOLDERS	
Travel Planner Mobile App Launch	
+ NEW	
Az	
⌵	
⌵	
ⓘ	
NAME	LAST MODIFIED ↓
 <b>Launch day collateral</b> Uploaded by Amelia Burrows	Jan 23, 2023 by Amelia
 <b>Product overview presentation</b> Created by Amelia Burrows	<b>DRAFT</b> Jan 24, 2023 by Dave
 <b>Creatives and guidelines</b> Uploaded by Amelia Burrows	Jan 24, 2023 by Robert
	
	
	



# Measure your real marketing ROI

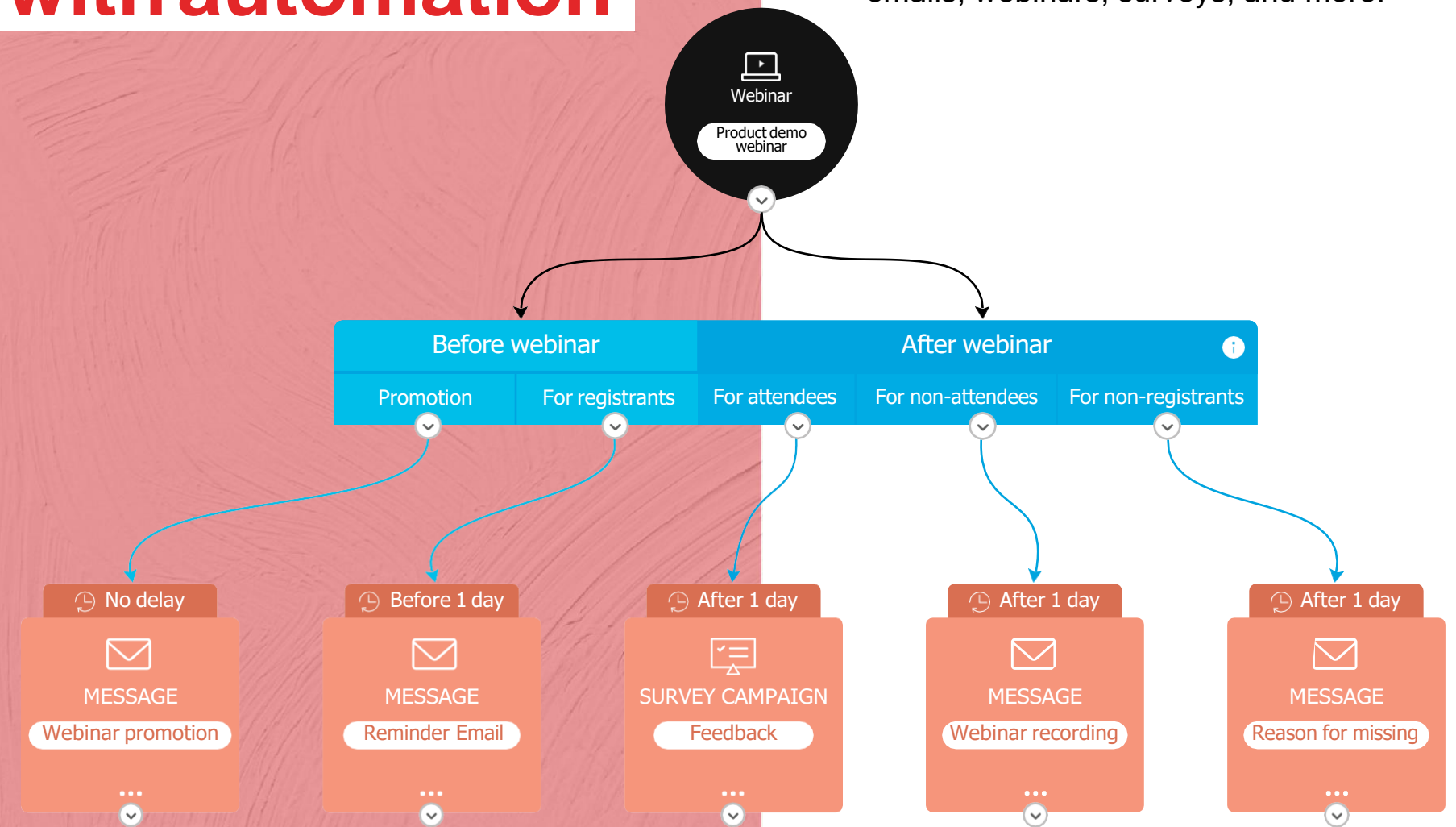
Measure the real ROI of all your campaigns in a unified dashboard, or inspect specific campaigns to determine which channels yield the best returns for your brand.



Marketing ROI Dashborad

# Curate unique customer journeys with automation

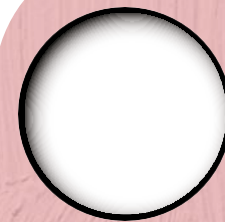
Deliver a connected experience by building a unique multi-touchpoint journey for your customers and prospects based on their previous interactions with your websites, emails, webinars, surveys, and more.



# What our customers have to say about us

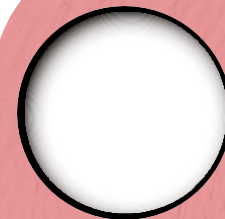


Our previous marketing solution required time-consuming and costly customization and engineering support just to provide experiences for our customers that didn't scale or produce meaningful insights. We embraced Marketing Platform, integrating CRM, and now we have a full-stack, unified sales and marketing solution wherein every relevant stakeholder in the organisation is armed with the data and tools to increase engagement and drive customer experience. Our evangelism, marketing, pre-sales, and sales teams collaborate within a single dashboard on the Platform, which houses all of the content and data we use to derive actionable insights and grow the business.



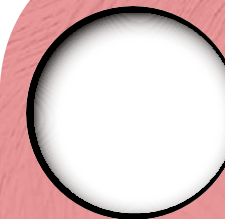
**Sundeep MV**  
Chief Marketing Officer  
Techademy (IIHT)

As the business owner of a digital marketing startup, platform has enabled us to scale quickly in an extremely competitive industry. Over the past two years, we've successfully onboarded new clients, hired employees, and established an effective and consistent marketing strategy—none of which would be possible without Marketing Platform. For us, it's the platform's significant capabilities, flexibility, and affordability that have facilitated our business' growth and allowed us to achieve countless milestones in such a short period of time.



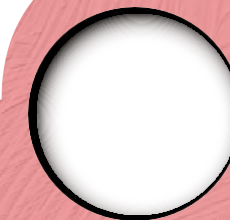
**Mikayla Reid**  
Owner  
MIMI Marketing CO

For the past 11 months, I've been using Marketing Platform to coordinate daily activities, which include scheduling social media posts, creating surveys, running campaigns, and checking reports, to name a few. Needless to say, there's a lot going on simultaneously. With access to such an array of tools, working together and sharing data seamlessly under one roof, I'm able to do more with more, but in much less time and at significantly better value than the other products around.



**Mackenzie Baron**  
Marketing Coordinator  
Data-Tech

At New Brunswick Health Research Foundation, marketing drives awareness, this awareness helps us to support health research that benefits our community here in New Brunswick, Canada. Marketing platform pulls all the data across the various channels we use together, and contains every tool we need to properly engage our partners, which has made our marketing process more organized and efficient. By eliminating disruption, miscommunication, and missed opportunities in our marketing strategy, NBHRF has been able to maximize the impact of its work in New Brunswick.



**Shannon Payne**  
Digital Media & Marketing  
Specialist, NBHRF