

LET YOUR **CUSTOMERS LEAD YOUR GROWTH** WITH THE EXTOLE AND OPTIMOVE INTEGRATION

Do you know who your best customers are? Sure, you know who spends the most. But your customer champions, people who recommend your brand to their friends and family members, are your most important customers because they not only buy from you but they also encourage other people to become customers too.

Marketing teams who know who their best customers are, who actively engage them, and who can target prospects likely to become powerful advocates drive revenue, retention, and loyalty. With Optimove and Extole working together, you can target advocates, retarget their friends, and find best customer lookalikes to unlock the value of your advocates.



HIGHER CUSTOMER LIFETIME VALUE

With Extole data automatically available in Optimove, you'll have an increased ability to personalize your communications quickly leading to improved customer engagement, reactivation, and lifetime value.



ACTIONABLE BEST-CUSTOMER INSIGHTS

By combining Extole data with Optimove's micro-segmentation technology, you'll be able to take advantage of actionable insights from your Extole powered programs such as who's sharing, who's engaging with your brand, who has influence, what offers and behaviors motivate them, and more.



HIGH VALUE LOOKALIKES

Optimove's AI multichannel journey orchestration ensures you reach each potential customer with the right message via the optimal channel, easily scaling your customer-led growth initiatives. Combine Extole data with any other historical, transactional, behavioral, or predicted customer data to create powerful campaigns such as lookalike audiences for refer-a-friend programs, hyper-segmented mobile push notifications, and personalized email messages.