BLUESHIFT PRODUCT ROADMAP: UPCOMING INNOVATION IN THE MONTHS AHEAD



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PRODUCT MANAGEMENT
Iblueshift

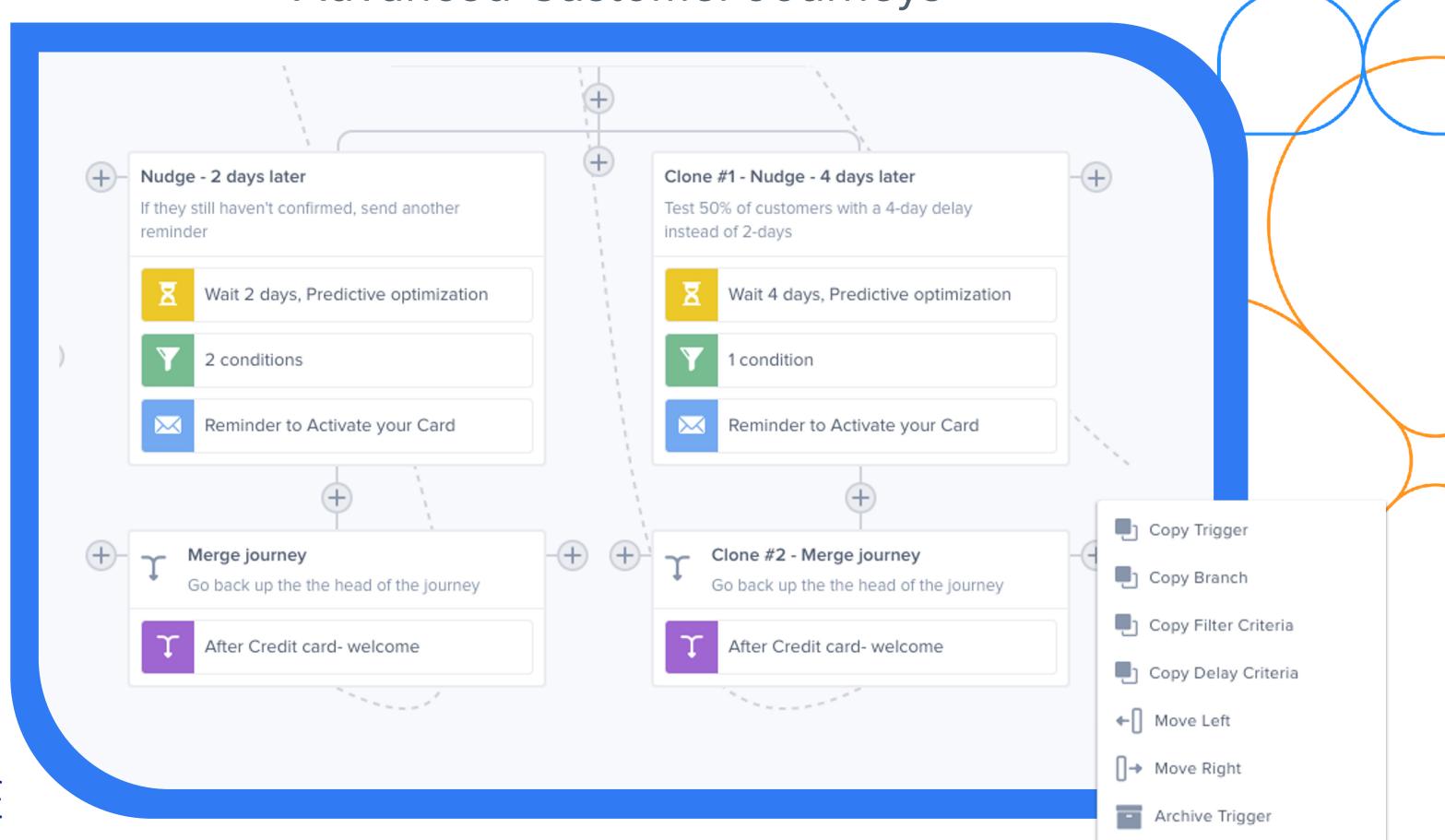


BLUESHIFT MISSION

Unlock every marketer's potential to drive consumer-centric engagement, by making data and intelligence effortlessly actionable on every channel



Advanced Customer Journeys





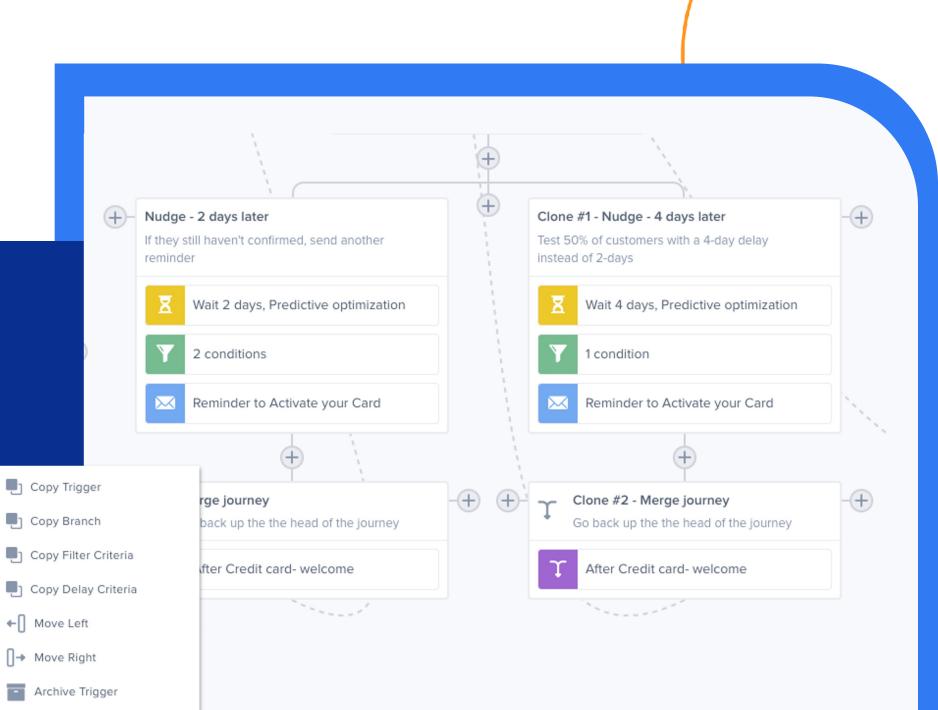
Advanced Customer Journeys



"Our new journey approach has brought us closer to our customers."

Joyce Poole, Sr. Director, Marketing CRM, LendingTree



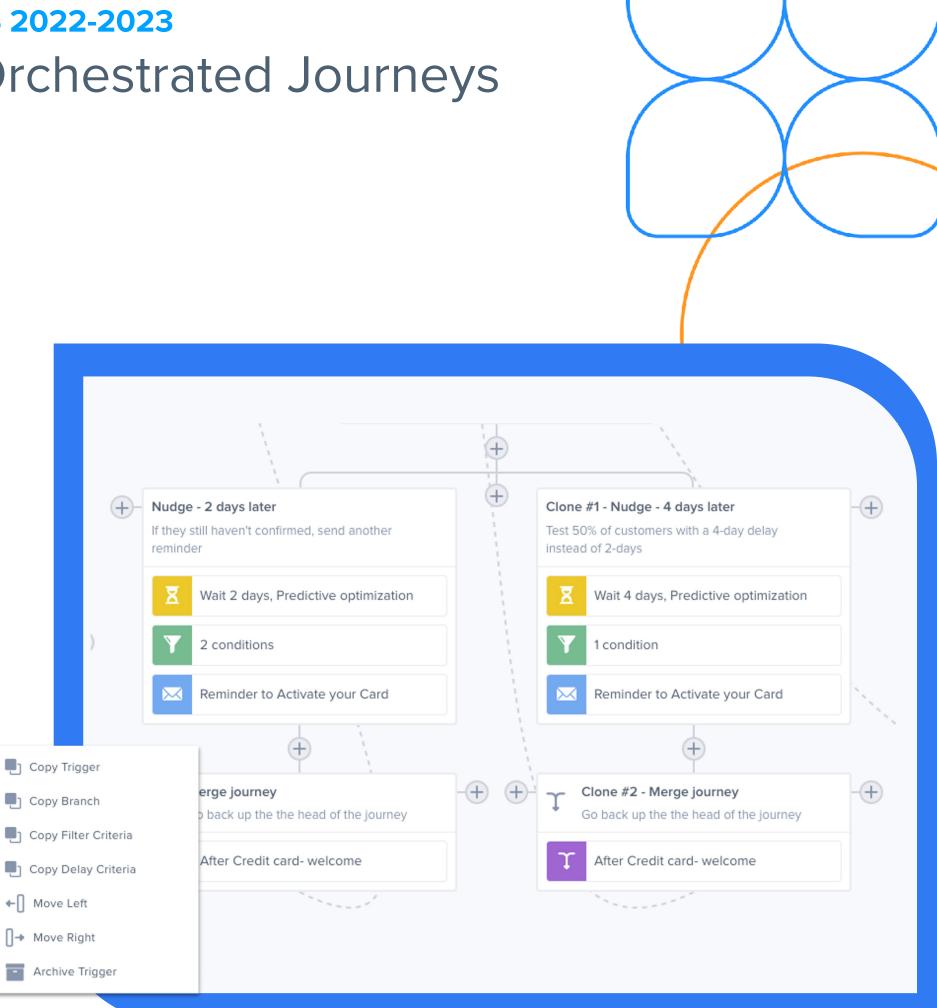


KEY RELEASES 2022-2023

Priorities for Perfectly Orchestrated Journeys

- Productivity
- Customer Experience





Connect Your Ecosystem with the App Hub



SFTP 🕏

Use our SFTP integration to exchange information such as customer data with Blueshift to any 3rd-party tool that supports SFTP



Shopify

Enrich customer profiles, segments, recommendations, and lifecycle campaigns with real-time ecommerce data from your Shopify account.



Sinch 🕏

Trigger personalized, conversational SMS messages using Sinch and Blueshift



Slack

Keep your team in sync about significant actions from your customers.



SMS as CSV via S3

Export SMS campaign data and messages from Blueshift as a CSV and upload it to your SMS provider.



SMS via Webhook

Build and trigger SMS messages in Blueshift and deliver them with any API based SMS provider



SMTP 🕏

Use any email delivery service that supports SMTP to deliver email from Blueshift

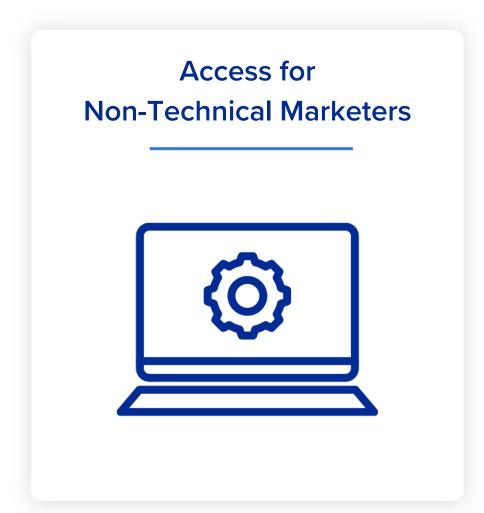


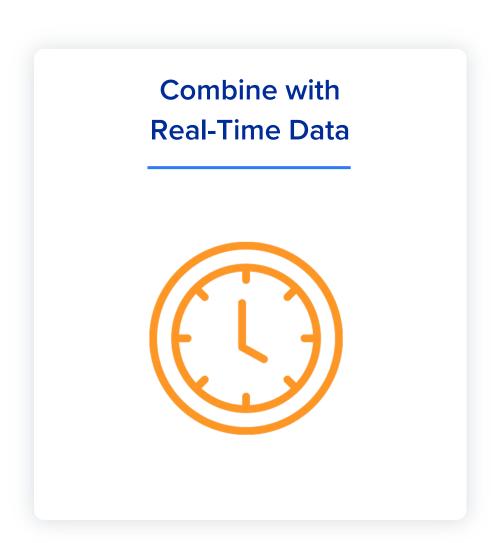
Snapchat

Connect Blueshift to your existing Snapchat account to sync rich audience segments to target across image, video, filter, lenses,



Real-Time EDW Integration



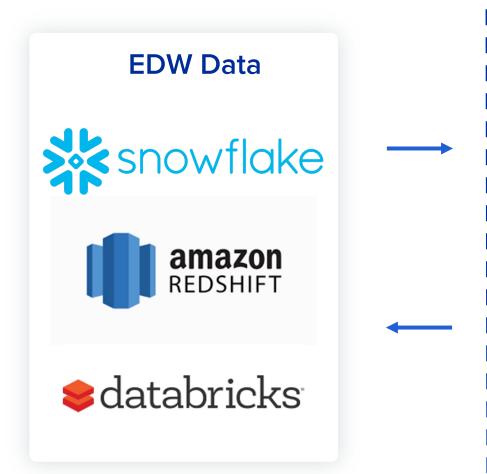




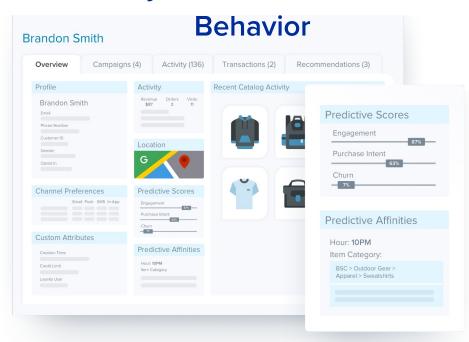
Unlocking the Promise of Your Cloud Data Warehouse

Real-Time EDW Integration

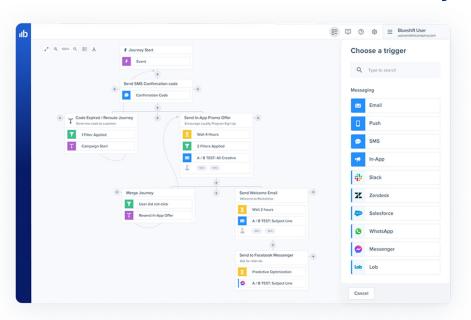
Real Time Data
(e.g. website & app events)



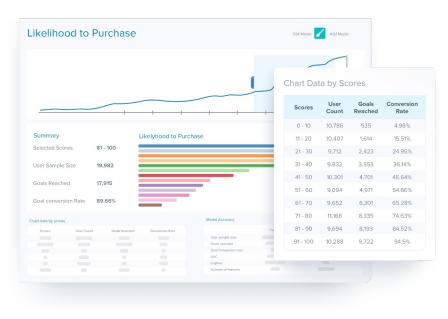
1. Unify DWH with Real-Time

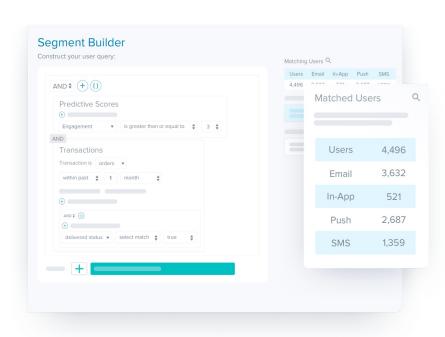


4. Activate & Orchestrate On Every Channel



2. Enrich with Predictive Intent

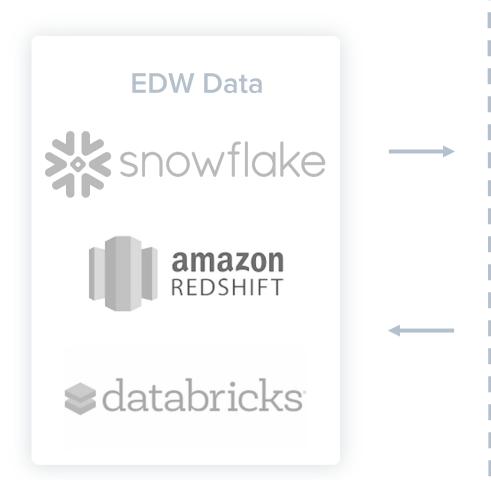




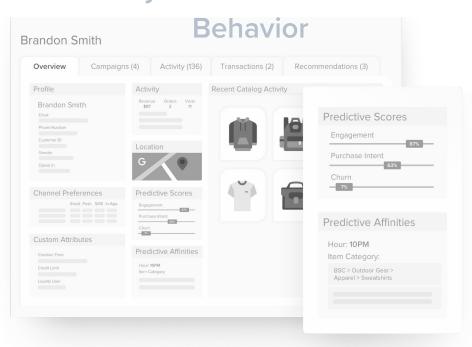


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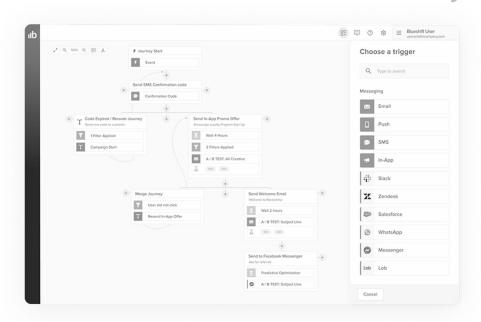
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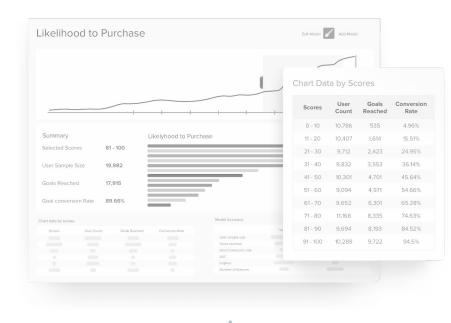
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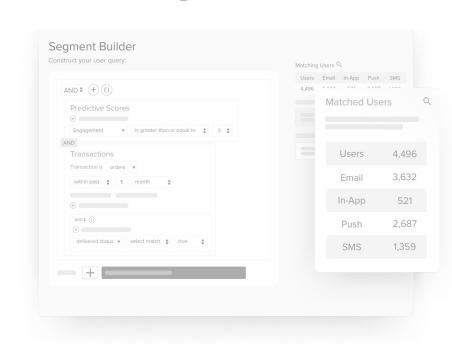


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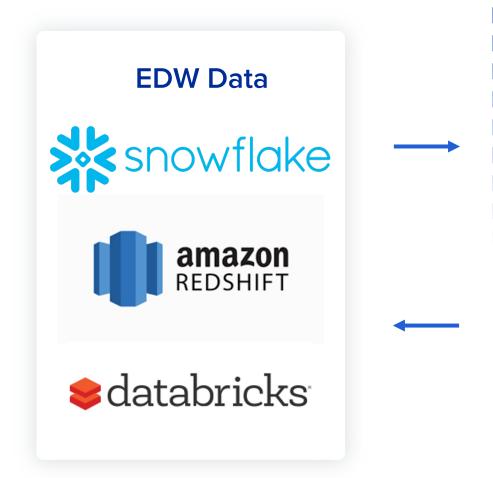




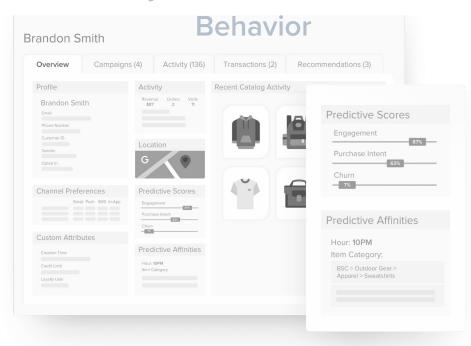


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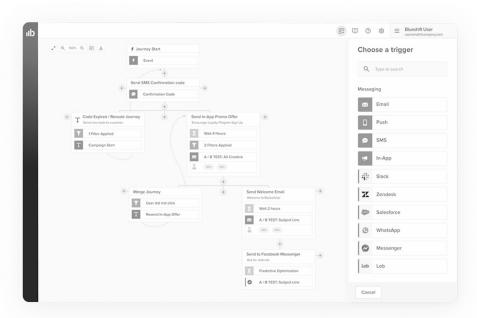
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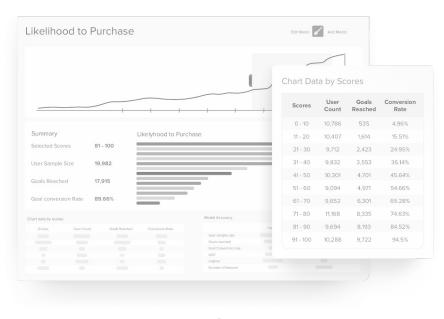
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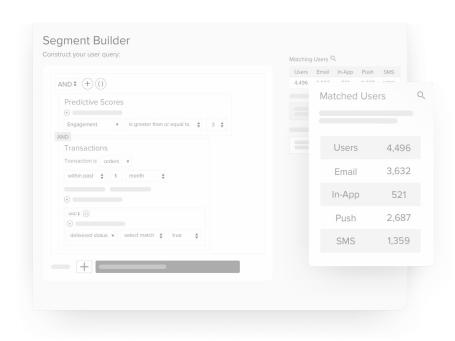


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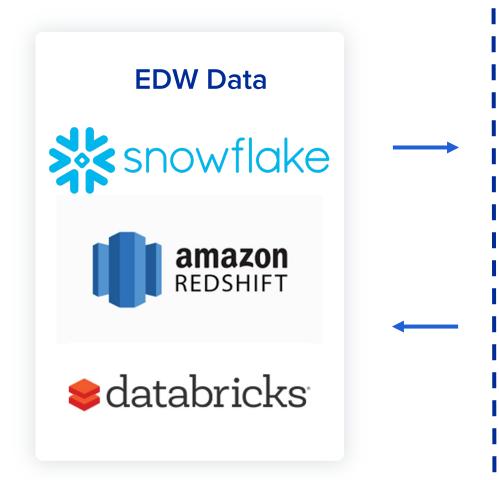




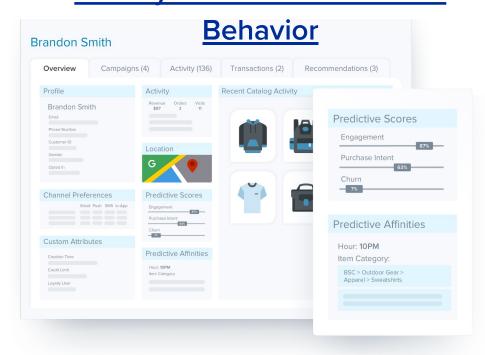


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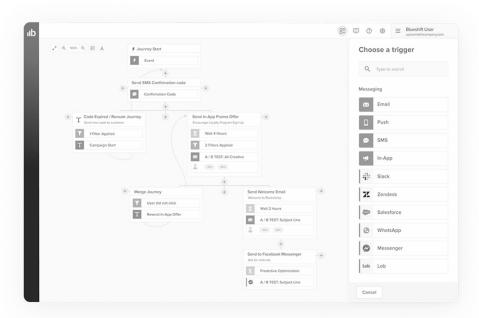




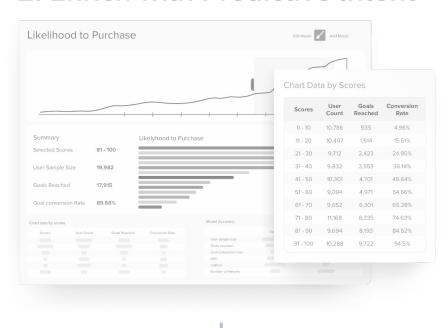
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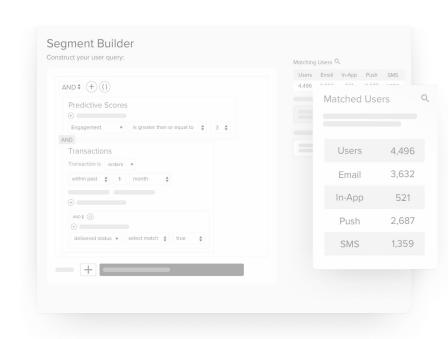


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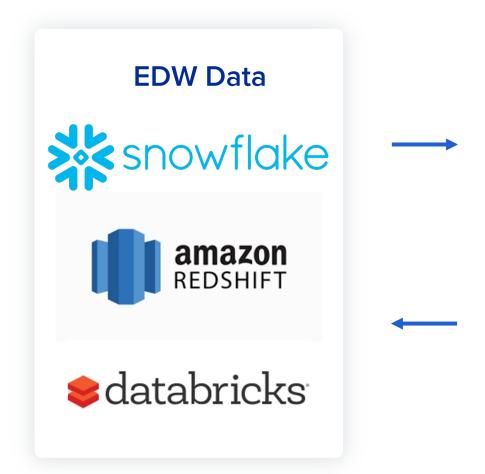




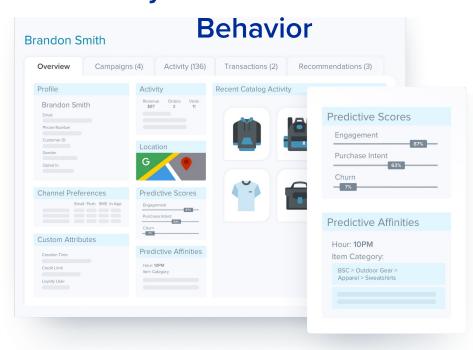


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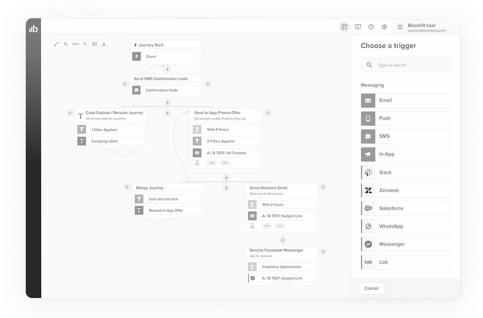
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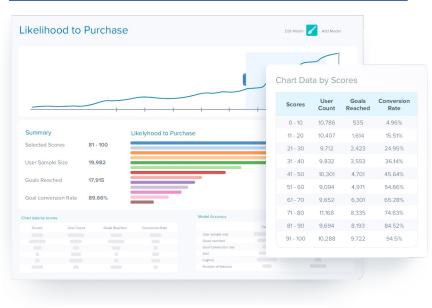
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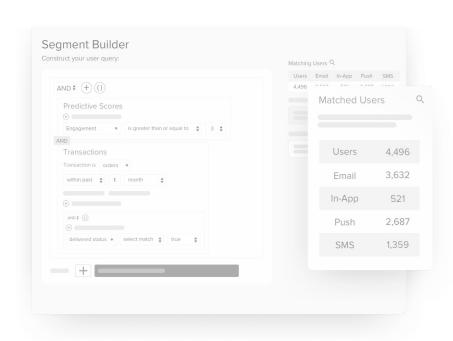


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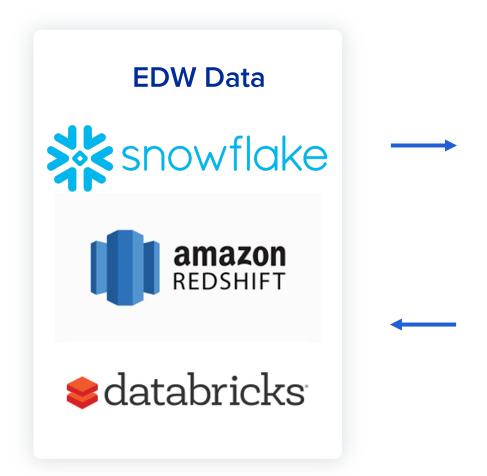




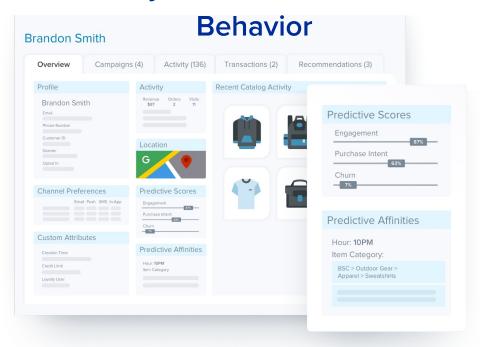
Real-Time EDW Integration

Real Time Data

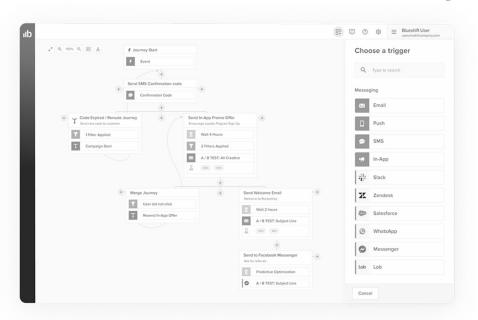
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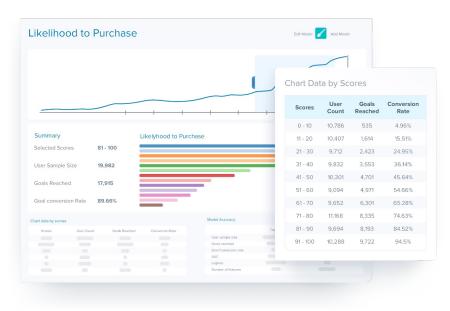
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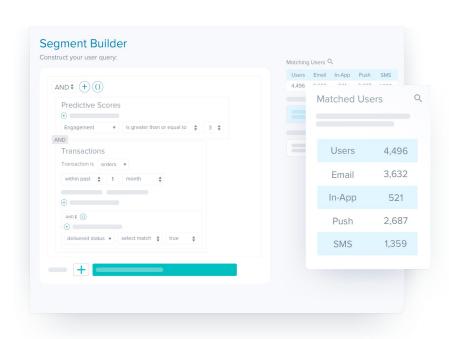


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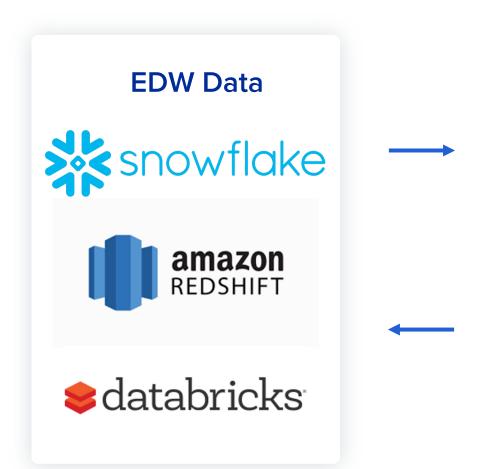




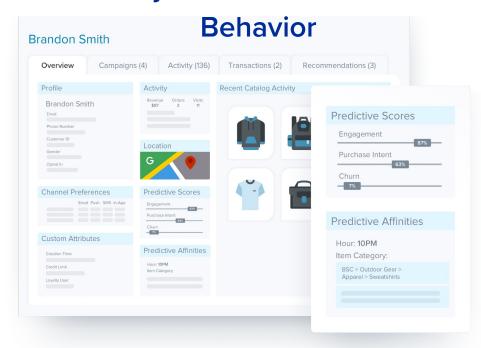


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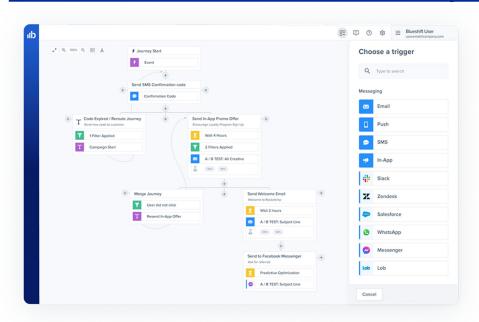
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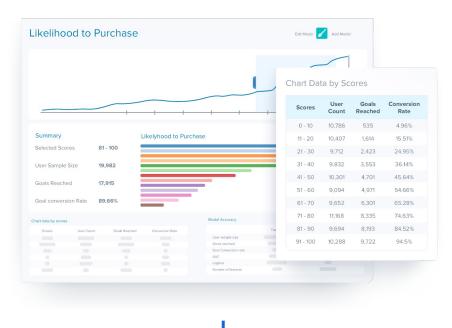


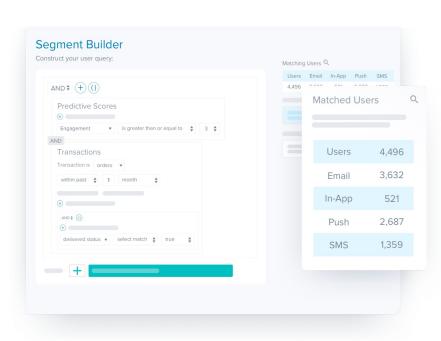


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Integrating digital and human-assisted engagement



Send CRM data directly to Blueshift

 Create & update contacts in SFDC directly from a campaign

 Enrich Blueshift CDP from Salesforce response data



HOW TO BECOME A BLUESHIFT POWER USER

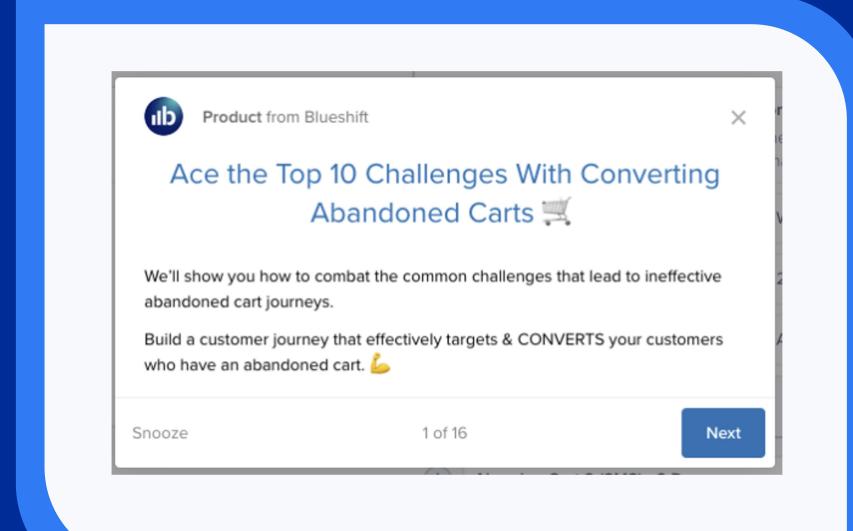


- Weekly Blueshift Training Sessions
- Blueshift Academy



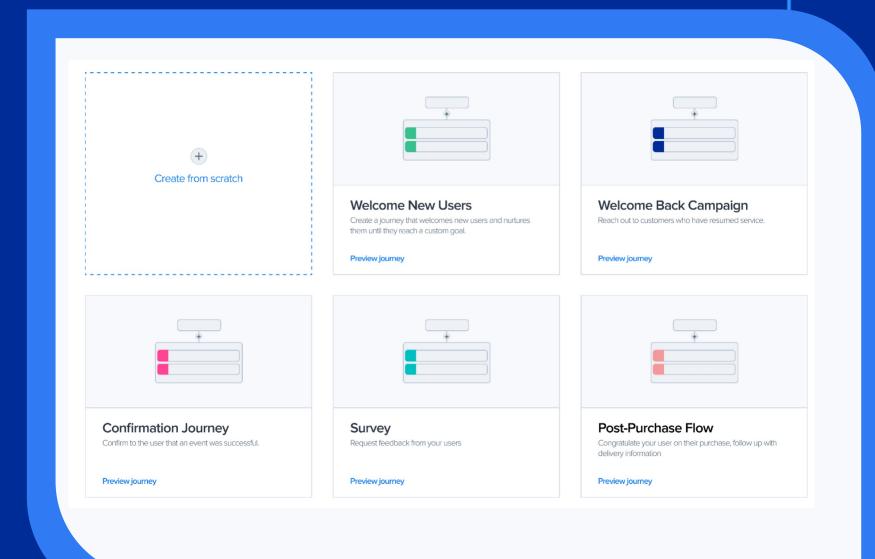


- Weekly Blueshift Training Sessions
- Blueshift Academy
- Product Tours for training



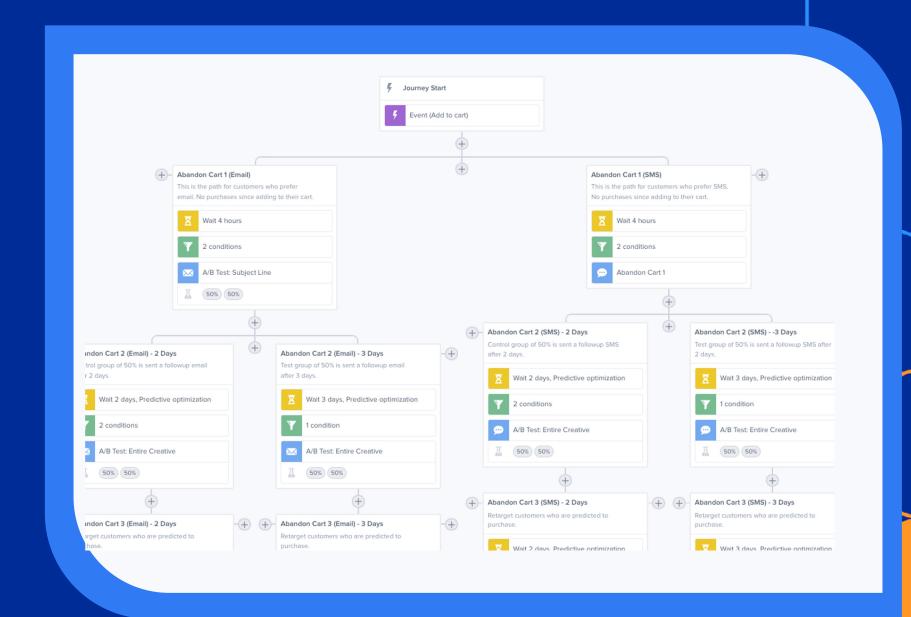


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- Product Tours for training
- Demo templates for ideation





- Weekly Blueshift Training Sessions
- Blueshift Academy
- Product Tours for training
- Demo templates for ideation
- Coming Soon Journey Recipes

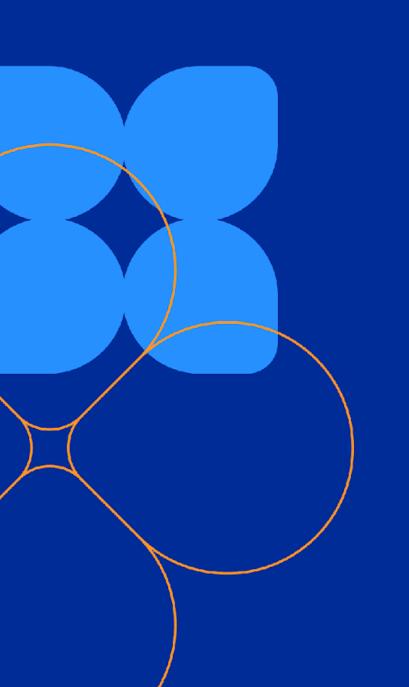




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ENGAGE

INTELLIGENT CUSTOMER CONNECTIONS