

ADOBE JOURNEY OPTIMIZER

Get Started with MAC!

Save on hiring costs, access more talent, and increase your team's work efficiency. Free up your team to focus on what they do best, and let MAC do the rest!



Journey Management

Let MAC help plan, develop, and deploy personalized journeys for your audiences.

Services include:

- Concept-to-canvas journey creation
- Event trigger setup
- Conditional logic creation
- Asset deployment
- Reaction response tracking

Decision Management

Serve the right offers, to the right customers at the right time, thanks to properly configured qualification rules and placements to maximize results!

Services include:

- Offer asset creation
- Qualification rules development
- Placement identification & setup
- Offer prioritization strategy

Experience Management

Marketing with Adobe Journey Optimizer is more than targeted offers. Brand messaging, content recommendations, and real-time decisioning all play an important role in maximizing ROI. MAC can help!

Services include:

- Custom asset creation
- Multi-touchpoint personalization
- Configuration of reporting parameters

Content Management

Fan of Adobe Experience Manager Assets Essentials? Great! MAC can ensure your assets are available in Adobe Journey Optimizer in whatever format you need!

Services include:

- AEM Asset Essentials integration
- Landing page & emails templates
- In-app push notification templates
- Experience fragment creation



#1 RANKED

Marketing Automation & Salesforce Experts

16+

Years in Business

4.8 star

Rating on G2

5 stars

on Salesforce AppExchange

55+

Certified Consultants

1400+

Happy Clients

WHAT SETS US APART



Flexible Billing

Choose between set scope, by-the-hour, or longer-term monthly retainer contracts!



Collaborative Approach

We're here to support you in your goals, whatever they may be. From strategy to execution, we fit seamlessly into your flow.



No Middleman

Work directly with a dedicated team of certified experts. After all, your team knows you best.



End-To-End Support

Collaborate with our design team, web development team, or CRM team. We have you covered, whatever your needs are.



Deep Industry Expertise

Established in 2008, we have deep industry knowledge with clients across all verticals, from start-ups to enterprises, local and global.



Limited-Time Offer

Book your consultation before the end of the conference, and get **20% off your first contract.**

**MARKETING & SALES
AUTOMATION EXPERTS**