



*Relationship
Marketing with*

 **MARIGOLD™**

WHAT IS RELATIONSHIP MARKETING?

It's about creating loyal customers by understanding who they are and communicating with – not at – them. Marigold's relationship marketing solutions do this by helping brands find, get to know and ultimately grow their audiences at every stage in the customer lifecycle.

ACQUISITION

Find your *people*.

No matter what business you're in – or how you generate revenue – you need to engage unknown contacts and turn them into known subscribers. Relationship marketing allows you to easily acquire new contacts and continuously enrich customer data by capturing and refining their interests, behaviors, purchase history, and more.

ENGAGEMENT

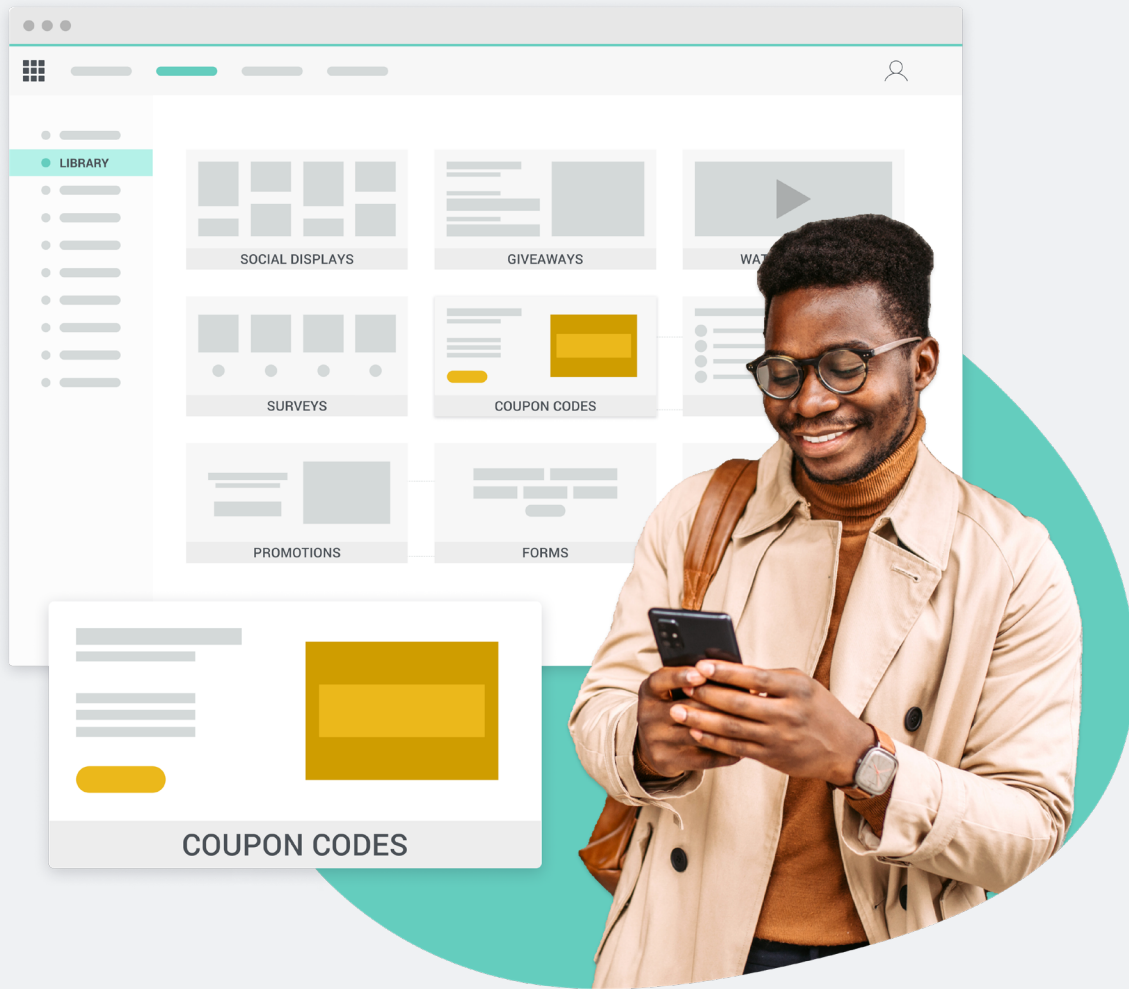
Get to know them.

Once you've turned unknowns into contacts, it's time to start engaging them across your marketing channels and turn them into loyal, repeat customers. Utilize rich customer data to create and deliver the right messages and experiences at the right time about the products, services, and content they care about.

LOYALTY

Make them *superfans*.

Strengthen customer relationships by offering robust loyalty programs that go beyond traditional point systems and make customers feel seen and valued. 67% of consumers will buy from the same brand repeatedly – but don't consider themselves loyal to the brand. Create memorable experiences that build a base of brand advocates, increase revenue, reduce churn.



Where *relationships* take root

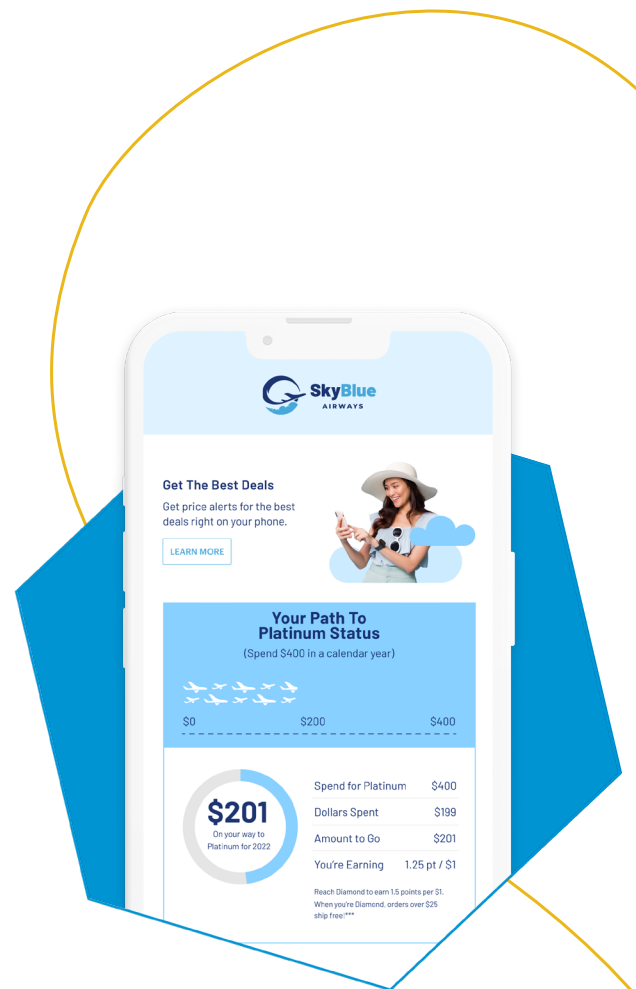
Relationship Marketing is about delivering personalized experiences for your customers in the moments that matter to them. Marigold's solutions help you acquire new customers through multiple channels, grow your existing customers with offers curated just for them, and turn your customers into loyal advocates.

Make people feel seen, *not sold to*

DON'T JUST SEND, DELIVER.

Great marketing isn't just about conversion, but real connection. With deep expertise in key industries, Marigold helps marketers create unique and highly personalized experiences that make people feel seen, not sold to.

Marigolds are companion plants that help spur the growth of whatever they are near. Join us and see how a career at Marigold is the perfect place to lay down roots and truly take off.



Find out more at [MeetMarigold.com](https://www.meetmarigold.com)

