



366 DEGREES
PRESENTS

CURRENTS ACTIVITY & ENGAGEMENT

ORCHESTRATE ACROSS PLATFORMS

CRM + MARKETING AUTOMATION + EMAIL MARKETING





THE LOW-DOWN

What are CURRENTS?

CURRENTS- are the summation of activities and engagements that occur when you create & launch marketing campaigns such as emails, landing pages, call to action (CTA) or post to your social networks.

CURRENTS- aggregate all the responses and interactions into a structured timeline associated with a customer or lead profile within the 366 Degrees service. CURRENTS were specifically created to give better visibility to Sales & Marketing executives across the lead and customer life-cycle phases of the relationship.

Why create CURRENTS?

CURRENTS- fill a major void in the CRM and Marketing Automation space today! CURRENTS provide a company with the ability to measure activity and engagement at a lead or customer profile level. This activity enrichment assists Sales in knowing what leads and contacts are interested and Marketing with the ability to measure the effectiveness of Omni-channel campaigns. The end result- identification of qualified leads that are in the buying process and nurture candidates that are not yet ready to buy.

Can CURRENTS be shared?

CURRENTS- Yes the **COOL** factor as they say! The API was designed for other Cloud services to call, consume and embed 366 Degrees activities and engagement streams directly or to enrich lead and customer profiles in the CRM, ERP or other customer facing services outside the 366 Degrees domain.

What is in a CURRENT?

CURRENTS- the activity list is bountiful, here are a few popular streams:

Email- Sent, Opened, Viewed, Failed

CTA- Clicked, Viewed, Opened

Social Post- Liked, Retweeted, Viewed, Comment

Links- Clicked, Viewed

Landing Page- Form Fill, Viewed, Clicked, Impression

Subscription: Opt-In, Opt -Out, Preferences





THE CURRENTS **STREAM**

CURRENTS INTERNAL STREAM:

CURRENTS- are available on all 366 Degrees profiles including: Leads, Contacts, and Customer and Internal profiles. 366 Degrees users can view all communications, interactions and engagement by clicking on the Activity link on a profile. Internal views provide greater detail as to log-in, log-out, and sign up, enrollment and other system activity to better understand lifecycle phases of engagement. **CURRENTS- bring opportunities to Life!**

CURRENTS EXTERNAL STREAM:

CURRENTS - are extendable & available through our API to 366 Degrees Customers and to Certified Partners in the 366 Marketplace. Standard integrations are available out of the box with companies like Salesforce.com, Nimble and other leading CRM services. CURRENTS passes real-time activity and engagement streams to the connected CRM lead or contact record view. Additional workflows are available to notify sales and marketing teams of lead and customer life-cycle events that require immediate attention. **CURRENTS- Align Marketing & Sales to increase your winning percentage!**

