Real-time Event Decisioning

With Event Gateway

by **munvo**

Event Gateway

Digital engagement strategies need to respond to their customers' needs in real-time

- Technology has raised customer expectations for immediate updates and responses when interacting with a brand

- Real-time personalized interactions with customers foster a sense of trust and reliability

- By proactively addressing customer's needs, brands can build stronger relationships, leading to increased customer retention and loyalty

- Event Gateway by Munvo connects siloed technologies for real-time marketing

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Munvo's Event Gateway brings together data silos and provides real-time responsive marketing capabilities

Enrich and route events to activate real time data across multiple channels

Centralize MarTech integrations and remove point-to-point integrations

Ingest multiple data sources into flowcharts to automate next action

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Our Product was developed to provide a centralized integration point for marketing tech stacks – removing IT bottlenecks and point-to-point integrations

Event Gateway is a great solution for transactional or service-based communications. Transactional communications are a necessary component of enterprise marketing – it's important to ensure your software is robust and scalable!

Transactional communications and real time marketing strategies require a robust real-time infrastructure to scale to the needs of enterprises

Customer data is often spread out and requires up-to-date integrations to make use of all customer data points for marketing use cases
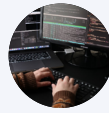
Traditional Campaign Management solutions aren't designed for real-time marketing needs

Event Gateway

Scalable Real-time Event Forwarding

- Quickly address customer issues
- Provide faster support
- Offer personalized experiences

Traffic Monitoring

- Track performance and availability to identify bottlenecks & latency issues to proactively ensure reliability

Event Queue for High Throughput

- Efficiently manage and process large volumes of events to meet your organization's needs

User Friendly Flowchart Interface

- Easily configure flowcharts to enrich events, route events, and easily configure API integrations
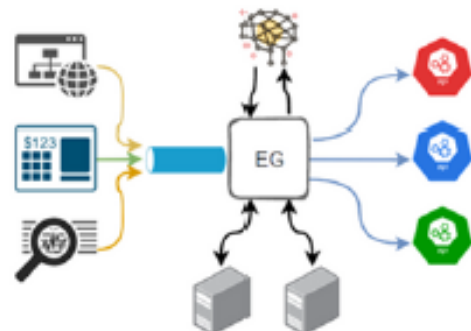
MarTech Integrations

- Leverage pre-built integrations to Adobe Marketing Cloud, Salesforce Cloud, SAS Cloud
- Customer Data platforms including Snowflake, GCP, Oracle and more
- Connects to your in-house applications

Event Gateway

The Wrong Way

The Right Way

Event Gateway Key Features:

Integrates easily with enterprise technology stacks and client-owned systems

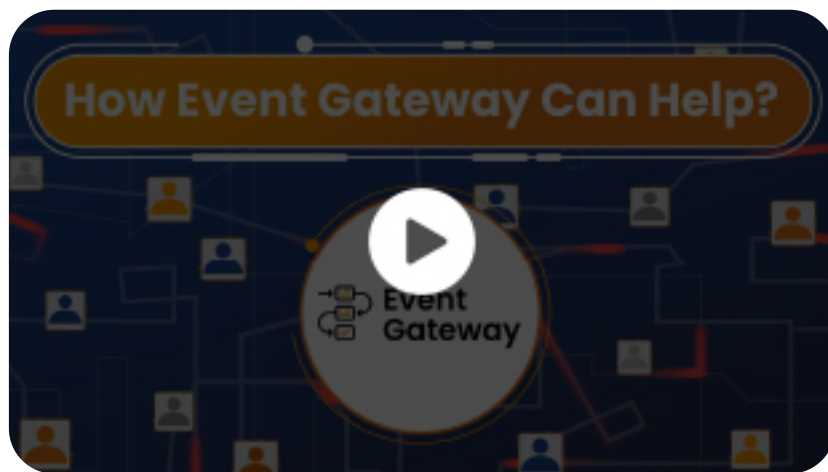**Eliminates IT bottlenecks** and enables quicker time-to-market for new use cases

Ensures secure integrations without sacrificing speed and agility

A scalable, real-time infrastructure

Get to Know Event Gateway

How Event Gateway Can Help?

Event Gateway

Ready to unlock the full potential of Munvo's Event Gateway?

Contact one of Munvo's certified experts for a personalized demo today

Getting in Touch

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