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

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

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
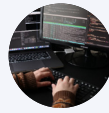
Traditional Campaign Management solutions aren't designed for real-time marketing needs

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
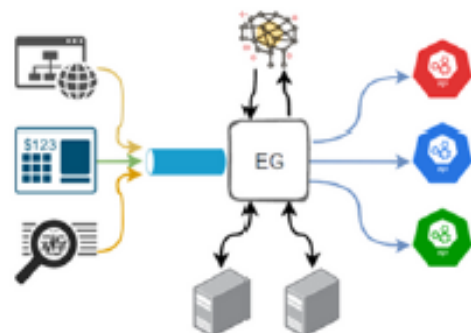
MarTech Integrations

- 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

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

sales@munvo.com
+1.514.223.3648