



WE KNOW DIGITAL MARKETING IS DYNAMIC.

LUCKILY, SO IS THE ODYSSEY DIGITAL AUTOMATION PLATFORM. WITH ODYSSEY, MARKETING TEAM MEMBERS CAN EXTRACT DATA FROM VARIOUS APPLICATIONS, TIE MULTIPLE PROJECTS TOGETHER THROUGH COHESIVE WORKFLOWS AND ANALYZE NEW INFORMATION TO DEVELOP A MEANINGFUL CUSTOMER JOURNEY.

CHALLENGES MARKETERS FACE

**Data Silos from
Disconnected
Platforms**

**Lack of Collaboration
between Sales
and Marketing**

**Keeping up with
the Evolving
Customer Journey**

SIMPLIFY MARKETING WITH ODYSSEY

ELIMINATE DATA SILOS

Imagine if the data from all of your marketing tools could be retrieved in one place. With over 4,000 integration points across over 350 tools, Odyssey communicates with your third-party applications to cut out inefficiencies and deliver your data in real-time, when and where you need it.

PROMOTE COLLABORATION

Departments managing their own data often leads to sharing outdated information, leaving teams confused and out-of-sync. In addition to providing a holistic view, Odyssey automates custom notifications so Sales and Marketing can always stay in the know and be united – all without any coding.

ACCESS TO DATA IN REAL-TIME

Odyssey connects your existing applications so marketers are able to work with real-time information to ensure each lead can be nurtured towards a conversion. This allows you to be confident in the information you are using to accurately track leads and make projections.