

Marketing Software

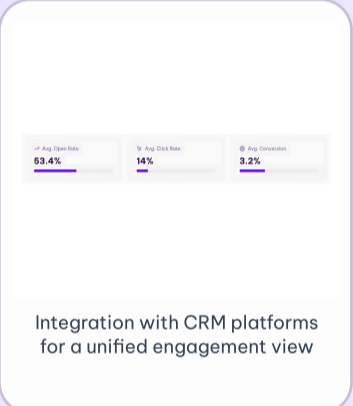
A Smart Foundation for Customer Engagement

Whitecross Marketing Software gives your team control over how and when you engage your audience, with every interaction shaped by real-time customer behaviour and connected to measurable growth. With channels and campaign activity all in one place, your team can see exactly which campaigns are driving engagement and how each change impacts conversion.

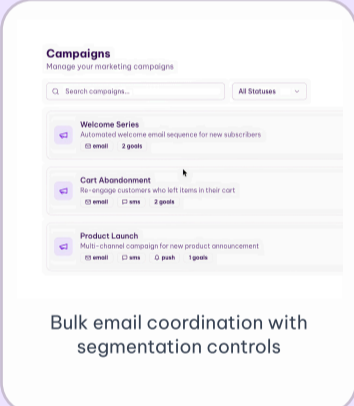
Customer Connect

Coordinate customer communication across every channel from a single view.

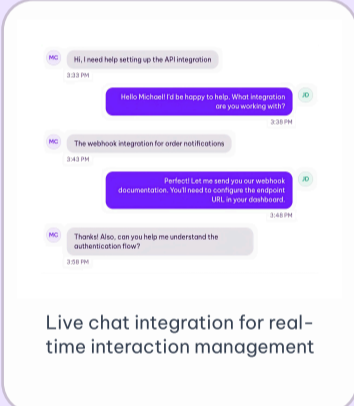
Core features



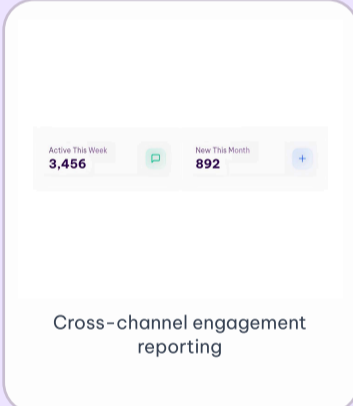
Integration with CRM platforms for a unified engagement view



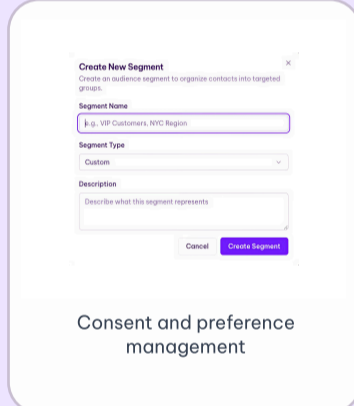
Bulk email coordination with segmentation controls



Live chat integration for real-time interaction management



Cross-channel engagement reporting



Consent and preference management

Who benefits?

Customer Connect supports marketing teams managing omnichannel communication, alongside CX teams who need a united view of customer interactions across email, web and live channels.

What it solves

Creates a single view of customer interactions

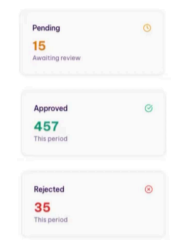
Reduces manual coordination between tools

Improves visibility across customer interactions

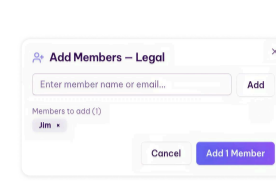
Marketeer

Run and optimise campaigns at scale with structured, automated execution.

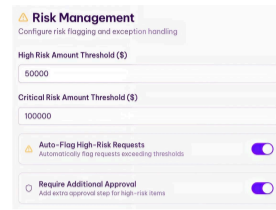
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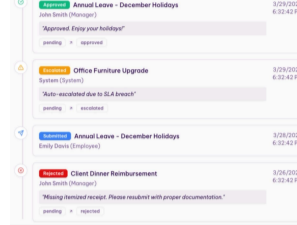
Dynamic audience segmentation using behavioural and transactional data



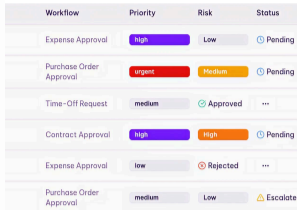
Automated campaign journeys with trigger-based flows



A/B testing for message and timing optimisation



Campaign performance reporting at audience and segment level



Integration with Customer Connect and Rewards for coordinated execution

Who benefits?

Marketeer is designed for campaign and performance marketing teams working across multiple audiences, as well as CRM strategists connecting campaign activity to the wider customer relationship.

What it solves

Simplifies campaign execution at scale

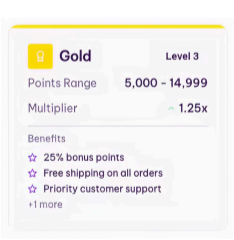
Improves targeting and timing

Gives clearer visibility into performance

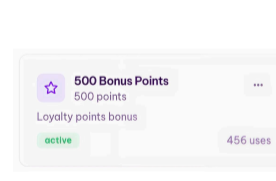
Rewards

Design and deliver targeted loyalty programmes that drive repeat conversions.

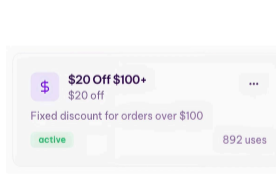
Core features



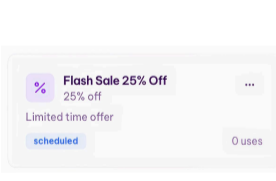
Flexible reward structures for different loyalty models




Segment-specific targeting based on behaviour and purchase history



Cross-sell and upsell offer management



Time-based and trigger-based promotion controls



Programme performance reporting with revenue attribution

Who benefits?

Rewards supports CRM and loyalty teams responsible for retention and customer lifetime value, along with commercial teams tracking the return on loyalty investment.

What it solves

Improves targeting of loyalty incentives

Reduces wasted promotional spend

Links loyalty activity to revenue outcomes

Why Choose Whitecross Marketing Software?

Customer Connect, Marketeer and Rewards all work from the same behavioural and transactional data used across your wider platform, so your marketing activity reflects real-time customer behaviour across every interaction.

Data from Tracking informs segmentation and timing in Marketeer which shapes engagement through Customer Connect and drives targeted incentives in Rewards.

This gives your team a clearer view of which campaigns drive engagement and how that activity links back to commercial performance.

FAQ

How configurable are the workflow and approval tools?

Both Workflow and Approvals are built around configurable rules logic. Your team defines the conditions alongside the permissions and outcomes, and the platform enforces them consistently.

Can Insights connect to external data sources?

Yes. Insights can be configured to connect with external data sources alongside our operational data, depending on your existing architecture.

How does Selector handle routing exceptions?

Selector includes override and escalation controls. You can define how exceptions are handled, whether through manual review or automated fallback logic, with full visibility into each case.

Is Ledger suitable for regulated environments?

Ledger maintains a complete, auditable record of every transaction, with configurable retention policies and access controls to support regulatory requirements.

Can the platform integrate with existing systems?

Yes. The operational suite is designed to integrate with logistics systems. Our team will assess your infrastructure and define the most seamless integration approach for your requirements.

WHITECROSS



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