

FirstSpirit Anywhere

Perfectly synchronized digital experiences on any channel, wherever customers may be.

Delivering great omnichannel experiences is not just a competitive advantage. It may be your only competitive advantage. The FirstSpirit Digital Experience Platform and hybrid (headless+) content management system (CMS) enables personalized digital experiences in real time via any channel at scale. Inspire customers throughout the entire customer journey and turn your customers into lifelong fans.

Inspire customers to action with synchronized digital experiences across all touchpoints.

- Create channel content using an intuitive FragmentCreator user interface.
- Review, optimize and EDIT the channel experience prior to publication using e-Spirit's Omnichannel Manager.
- Deliver content as-a-service wherever it's intended to go – mobile, website, voice activated device, store, IoT, digital sign, social network, app – using FirstSpirit's hybrid CMS and CaaS.
- Analyze and optimize the performance of each content variation across every channel in real time using advanced machine learning-based Predictive Targeting.

Orchestrate and synchronize any digital experience desired for seamless customer interactions.

- Instantly deliver content to any channel using FirstSpirit CaaS.
- Strategically align content to the customer journey and synchronize it seamlessly across all digital touchpoints.
- Deliver content to any channel and present it instantly in the optimized format designed for each for improved digital experiences.
- Pull content together dynamically for the right customer in the right context at the right touchpoint at the right time.

FIRSTSPIRIT ANYWHERE



Mobile



Website



Store



Voice Activated Device



Internet of Things



Digital Signage



Social Media



Manage the performance of omnichannel campaigns from one central location.

- Optimize omnichannel campaign performance using AI-powered testing and analytics algorithms.
- Set your goals and KPIs and let the FirstSpirit Intelligent Content Engine do the analytics and optimization work for you ensuring optimized experiences every time.
- Make every marketing decision an intelligent one that is backed by real-time customer data and insights.

Get a content-driven commerce digital experience edge.

Empowerment. Easy to use tools and an intuitive UI that empower non-technical users to intuitively create and deliver personalized, content-driven experiences that inspire customers to action wherever they may be—without using HTML.

Intelligence. Use our AI-powered personalization, A/B testing, predictive analytics, and optimized automation to deliver data-driven and contextualized omnichannel experiences at scale for greater engagement and revenue.

Agility. FirstSpirit has a high degree of interoperability with adjacent technologies, services and data sources combined with proven integrations and a flexible API-driven microservices architecture for faster time to value.



About e-Spirit

e-Spirit's FirstSpirit Digital Experience Platform, offered through a SaaS or on-premises model, helps businesses turn their customers into lifelong fans with personalized, content-rich digital experiences anytime, anywhere. Savvy digital marketers across all industry sectors rely on the FirstSpirit platform—which includes a hybrid and headless CMS, AI-driven personalization and omnichannel marketing capabilities—for individualized and synchronized content delivery across all channels to differentiate their companies and compel their users to action. We call this the Digital Experience Edge.

e-Spirit, founded in 1999, is part of the adesso Group and has offices in 16 locations in the US, Germany, Great Britain, the Netherlands, Switzerland, Austria and Asia Pacific. Customers include international brands and corporations such as L'Oréal, Lancôme, Commerzbank, BASF, Bosch, Belk, Urban Decay, Olympus, Santander Bank, Carter's, Sterling Jewelers and many others. For more information, go to www.e-Spirit.com.