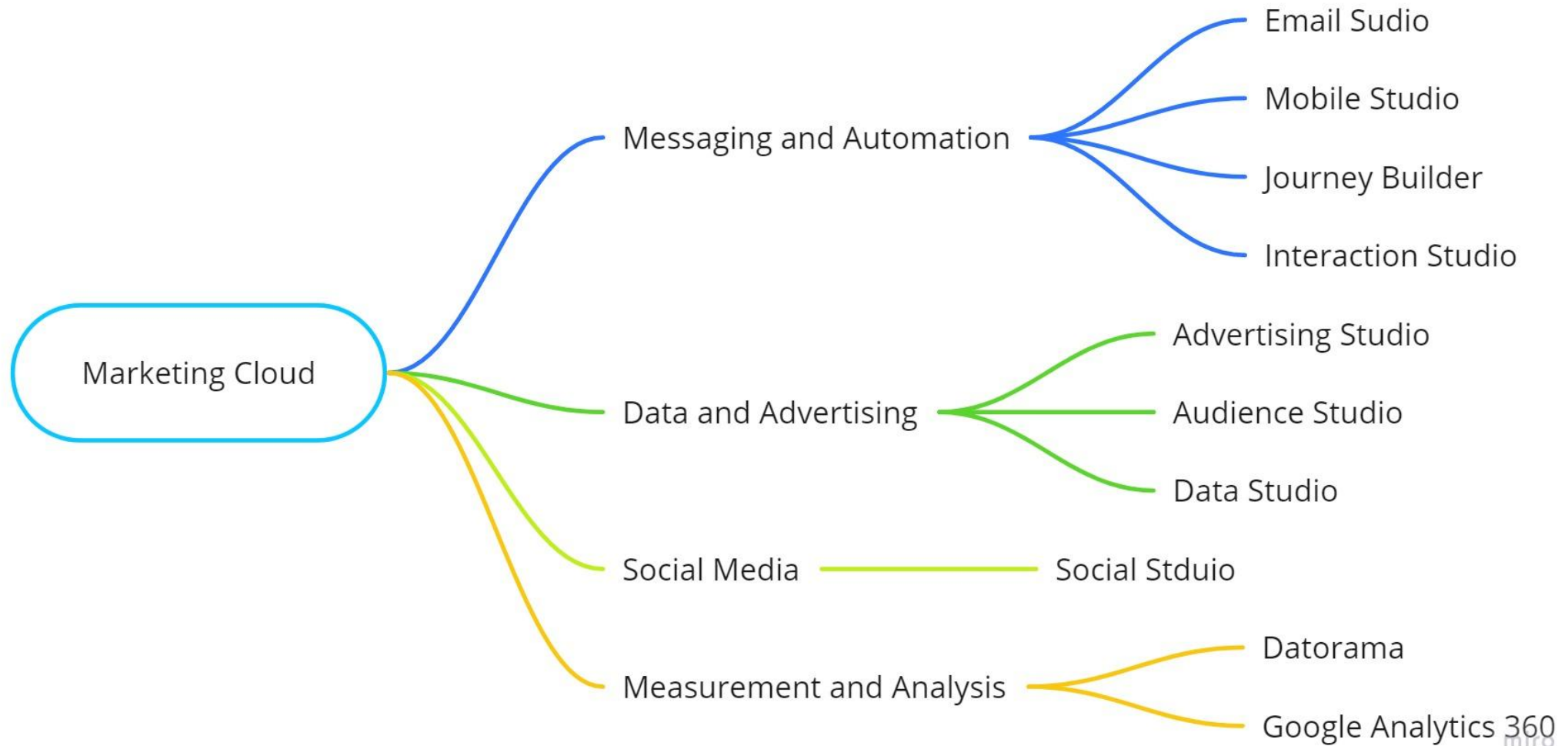


Mapping Marketing Cloud



Mapping Marketing Cloud



Mapping Marketing Cloud

Product Functionality

Email Studio

- segment, build, send, and track

Mobile Studio

- engagement across every platform

Journey Builder

- build the customer's journey

Interaction Studio

- track and visualize customer interactions in real time.

Datorama

- condense all your data and visualize it

Google Analytics 360

- cross-channel insights for building customer journeys

Social Studio

- monitor and analyze, and publish content

Advertising Studio

- ads across many platforms such as Google, FB, etc

Audience Studio

- segment customers into meaningful groups

Data Studio

- publishers share 2nd party data

Design Collection



Design Collection

Cross-Channel Campaign Management Software



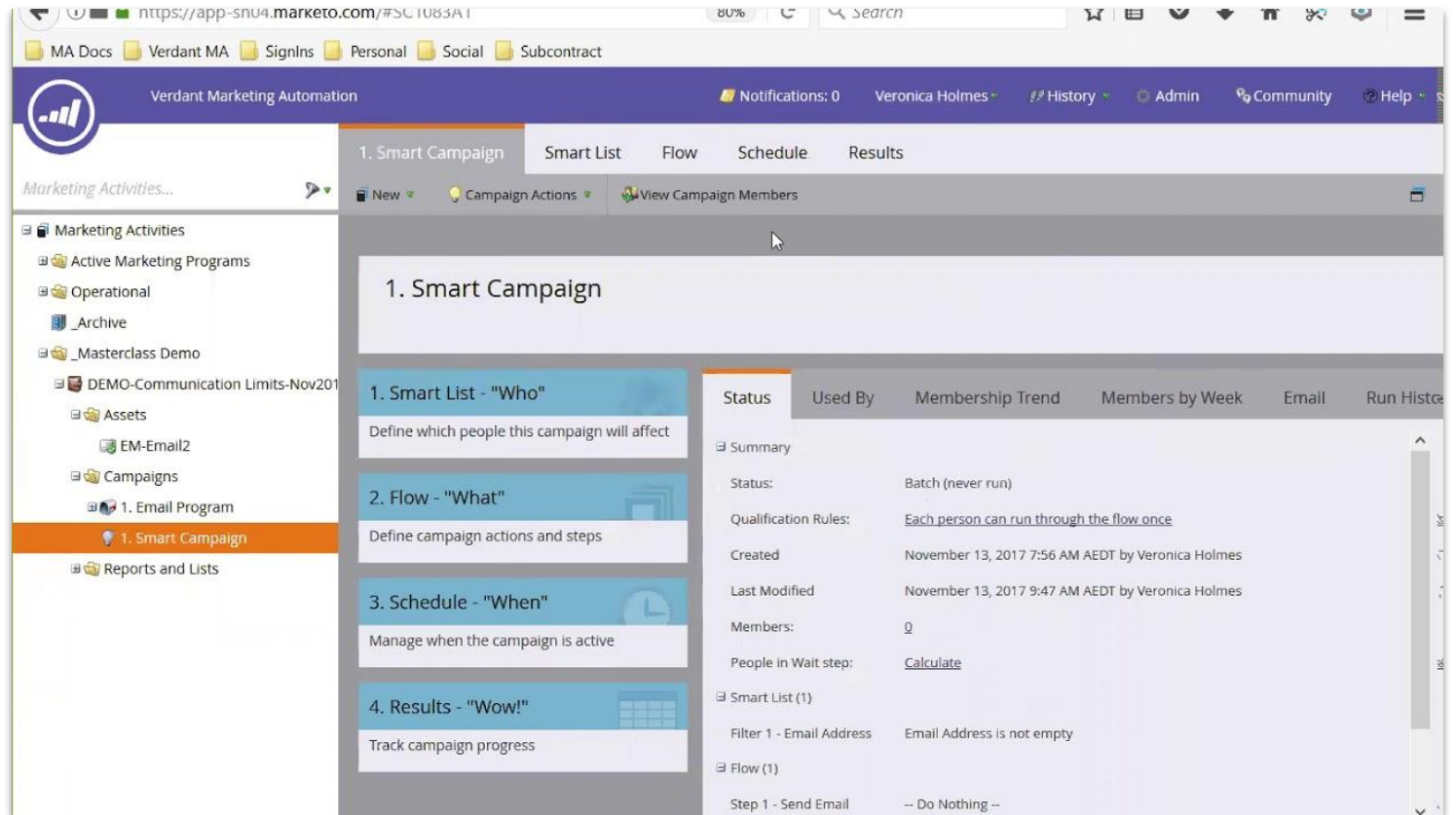
Design Collection

Cross-Channel Campaign Management Software

Marketo

Marketo is a marketing automation platform with a range of capabilities for small and medium businesses and large enterprises, across various industries. Some common features include email marketing, nurturing, SEO, landing pages, scoring, and analytics while other editions offer advanced features such as website personalization, mobile engagement, social and web retargeting. Typical customers include both B2C and B2B brands of all sizes.

Link: <https://www.marketo.com/demo/>



Design Collection

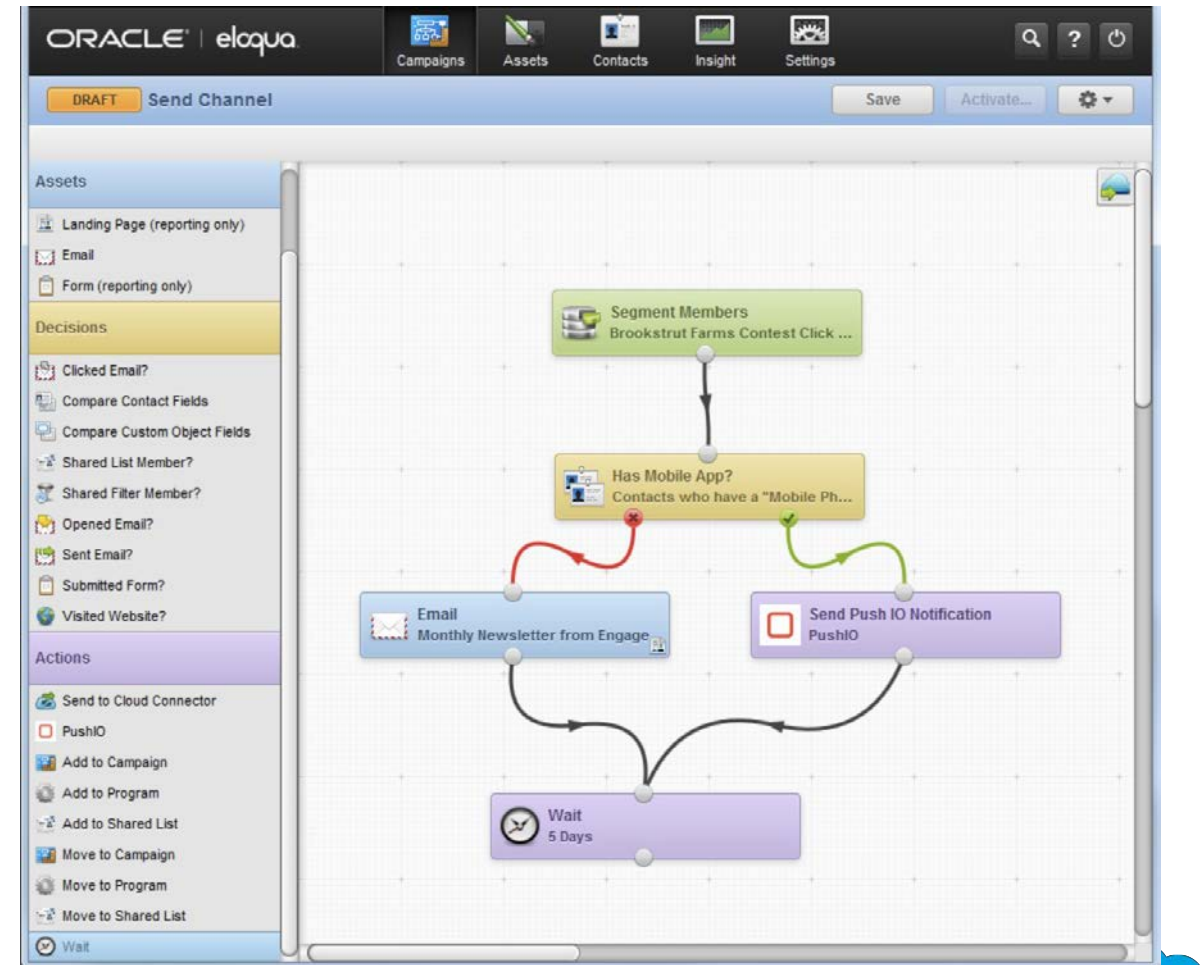
Cross-Channel Campaign Management Software

Oracle Eloqua

- Visualize Conditional Judgment

Link:

<https://www.oracle.com/marketingcloud/products/marketing-automation/>



salesforce

Design Collection

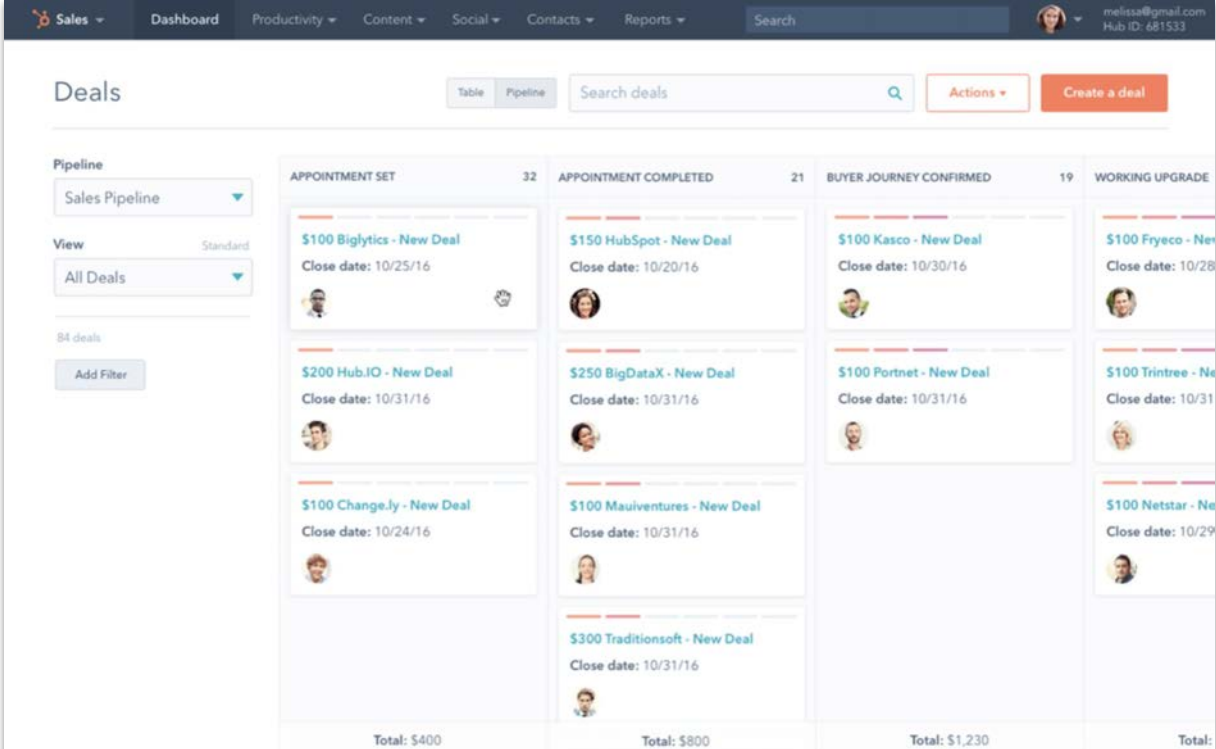
Cross-Channel Campaign Management Software

HubSpot

HubSpot's all-in-one marketing automation suite broadly includes:

- A Content Management System to create and manage forms, landing pages, templates and blogs
- Online Marketing capabilities to ensure that content can be found through search engines, social networks, email, blogs, etc.
- Lead Management for generating, nurturing, scoring, segmenting and tracking leads
- Reporting & Analysis to track and optimize all marketing data including contacts, content and website

Link: <https://www.hubspot.com>



The screenshot displays the HubSpot Sales Pipeline interface. At the top, a navigation bar includes links for Sales, Dashboard, Productivity, Content, Social, Contacts, Reports, and a search bar. The main header shows the user's name (melissa@gmail.com) and Hub ID (681533). Below the navigation bar, the 'Deals' section is active, showing a Kanban-style view of the sales pipeline. The pipeline is divided into four columns: APPOINTMENT SET (32 deals), APPOINTMENT COMPLETED (21 deals), BUYER JOURNEY CONFIRMED (19 deals), and WORKING UPGRADE. Each column contains deal cards with details such as the deal name, value, and close date. For example, in the 'APPOINTMENT SET' column, there are three deals: '\$100 Biglytics - New Deal' (close date: 10/25/16), '\$200 Hub.IO - New Deal' (close date: 10/31/16), and '\$100 Change.ly - New Deal' (close date: 10/24/16). The 'APPOINTMENT COMPLETED' column shows deals like '\$150 HubSpot - New Deal' (close date: 10/20/16), '\$250 BigDataX - New Deal' (close date: 10/31/16), '\$100 Mauventures - New Deal' (close date: 10/31/16), and '\$300 Traditionsoft - New Deal' (close date: 10/31/16). The 'BUYER JOURNEY CONFIRMED' column shows '\$100 Kasco - New Deal' (close date: 10/30/16) and '\$100 Portnet - New Deal' (close date: 10/31/16). The 'WORKING UPGRADE' column shows '\$100 Fryeco - New Deal' (close date: 10/28/16), '\$100 Trintree - New Deal' (close date: 10/31/16), and '\$100 Netstar - New Deal' (close date: 10/29/16). At the bottom of each column, the total value is displayed: \$400 for APPOINTMENT SET, \$800 for APPOINTMENT COMPLETED, \$1,230 for BUYER JOURNEY CONFIRMED, and a total for WORKING UPGRADE. On the left side of the pipeline, there are filters for Pipeline (Sales Pipeline) and View (All Deals), along with a note that there are 84 deals in total and an 'Add Filter' button.

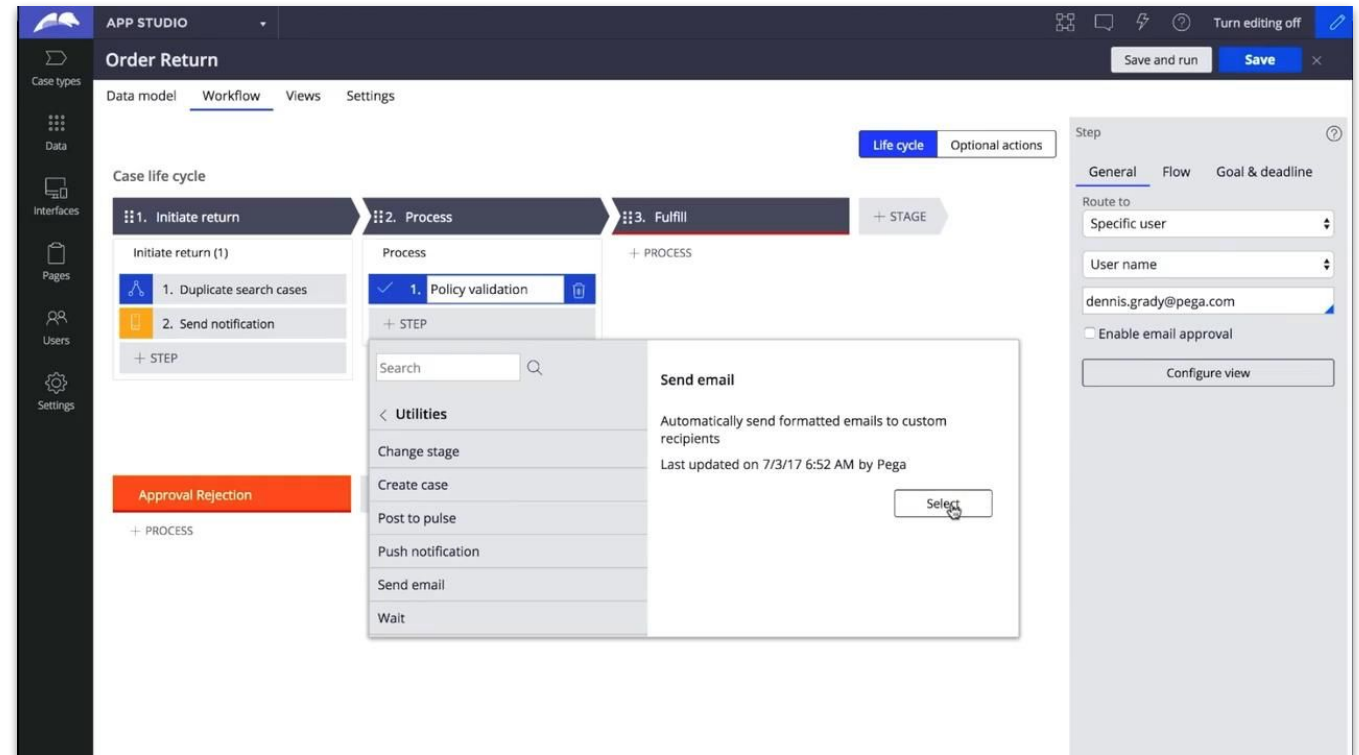
Pipeline	APPOINTMENT SET	APPOINTMENT COMPLETED	BUYER JOURNEY CONFIRMED	WORKING UPGRADE
Sales Pipeline	32	21	19	
View	All Deals			
84 deals				
Add Filter				
	\$100 Biglytics - New Deal Close date: 10/25/16 \$200 Hub.IO - New Deal Close date: 10/31/16 \$100 Change.ly - New Deal Close date: 10/24/16	\$150 HubSpot - New Deal Close date: 10/20/16 \$250 BigDataX - New Deal Close date: 10/31/16 \$100 Mauventures - New Deal Close date: 10/31/16 \$300 Traditionsoft - New Deal Close date: 10/31/16	\$100 Kasco - New Deal Close date: 10/30/16 \$100 Portnet - New Deal Close date: 10/31/16	\$100 Fryeco - New Deal Close date: 10/28/16 \$100 Trintree - New Deal Close date: 10/31/16 \$100 Netstar - New Deal Close date: 10/29/16
	Total: \$400	Total: \$800	Total: \$1,230	Total:

Design Collection

Cross-Channel Campaign Management Software

Pega Platform

Pega is the only industry-leading platform that allows you to build scalable, enterprise-grade CRM, Digital Process Automation, BPM, Case Management, and AI apps, all on one unified platform.

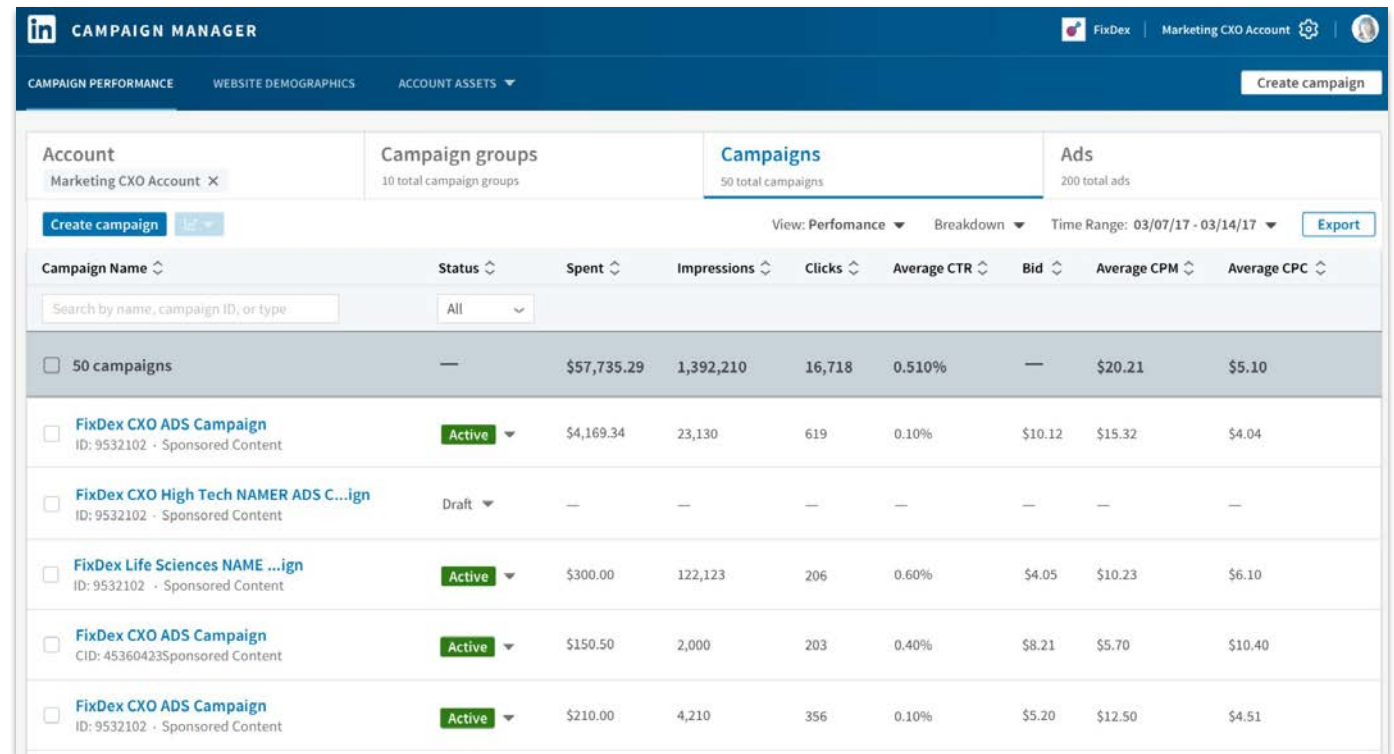


Design Collection

Cross-Channel Campaign Management Software

Campaign Manager

Campaign Manager is a customer experience orchestration tool that enables Adaptive Marketers to automate a consistently relevant adaptive customer experience by simultaneously utilizing the latest state of each customer relationship across multiple campaigns and channels.



The screenshot displays the Campaign Manager interface. At the top, there's a navigation bar with tabs for 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. Below this, a summary section shows 'Account: Marketing CXO Account', 'Campaign groups: 10 total campaign groups', 'Campaigns: 50 total campaigns', and 'Ads: 200 total ads'. A 'Create campaign' button is visible. The main table lists individual campaigns with the following columns: Campaign Name, Status, Spent, Impressions, Clicks, Average CTR, Bid, Average CPM, and Average CPC. The table includes a search bar and a status filter dropdown set to 'All'. The data rows show various campaign statuses like 'Active' and 'Draft' along with their respective performance metrics.

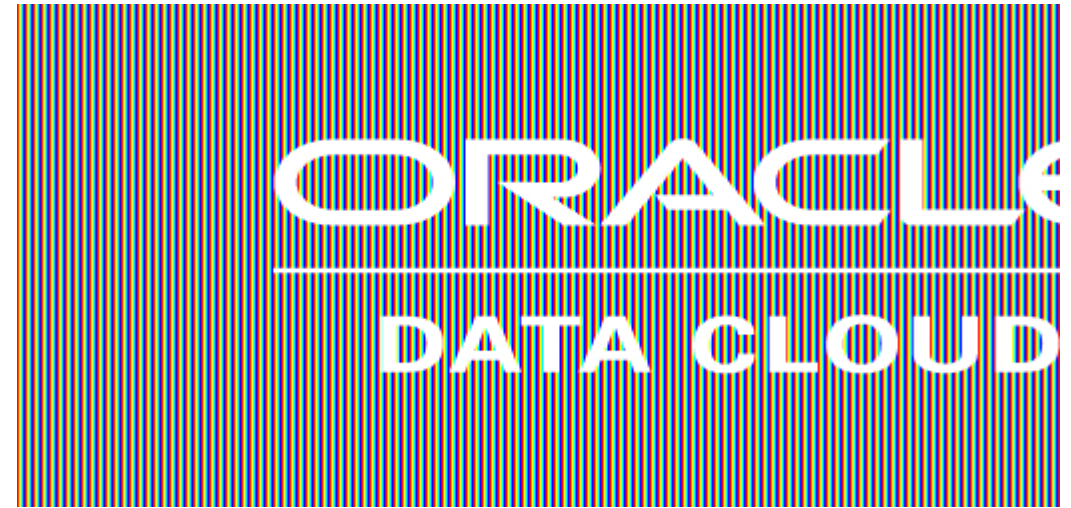
Campaign Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC
☐ 50 campaigns								
☐ FixDex CXO ADS Campaign ID: 9532102 · Sponsored Content	Active	\$4,169.34	23,130	619	0.10%	\$10.12	\$15.32	\$4.04
☐ FixDex CXO High Tech NAMER ADS C...ign ID: 9532102 · Sponsored Content	Draft	—	—	—	—	—	—	—
☐ FixDex Life Sciences NAME ...ign ID: 9532102 · Sponsored Content	Active	\$300.00	122,123	206	0.60%	\$4.05	\$10.23	\$6.10
☐ FixDex CXO ADS Campaign CID: 45360423Sponsored Content	Active	\$150.50	2,000	203	0.40%	\$8.21	\$5.70	\$10.40
☐ FixDex CXO ADS Campaign ID: 9532102 · Sponsored Content	Active	\$210.00	4,210	356	0.10%	\$5.20	\$12.50	\$4.51

Design Collection

Cross-Channel Campaign Management Software

Oracle Data Cloud

Oracle Data Cloud helps advertisers connect with the right customer, personalize every interaction, and measure the effectiveness of each engagement. Oracle Data Cloud creates true cross-channel consumer understanding, so you know more about who your customers are, what they do, where they go, and what they buy.



Design Collection

Integration Platform as a Service Software

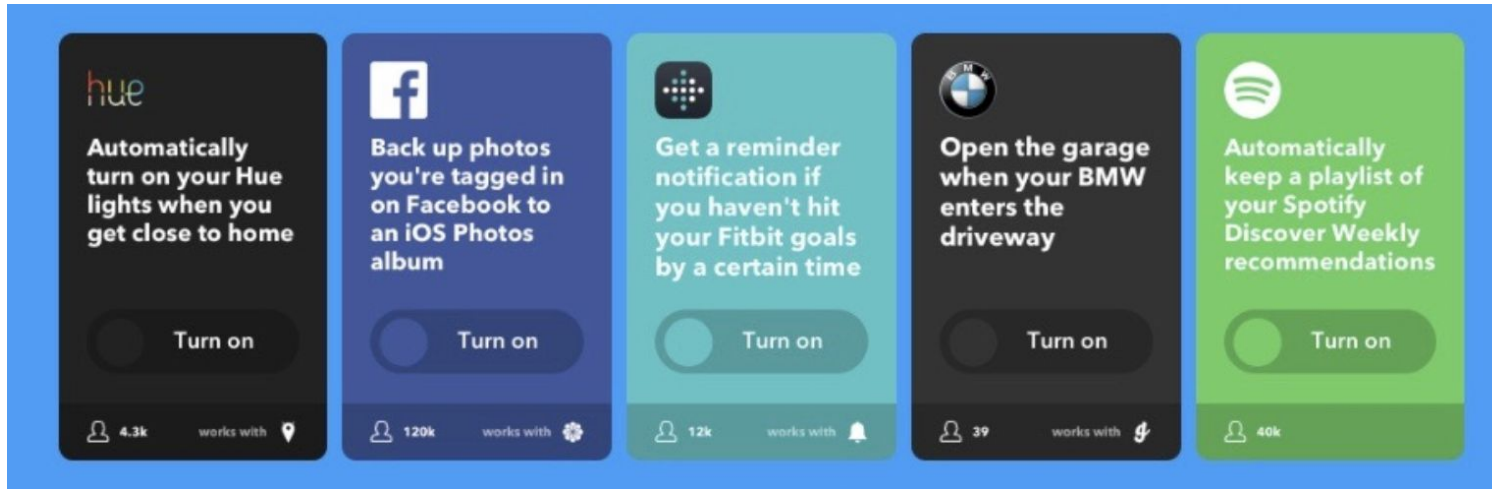


Design Collection

Integration Platform as a Service Software

IFTTT

- Provide a very intuitive way to build connectors
- Very easy to turn on or off the connectors



Create your own

If This Then That

Build your own service on the **IFTTT** Platform [L2](#)



salesforce

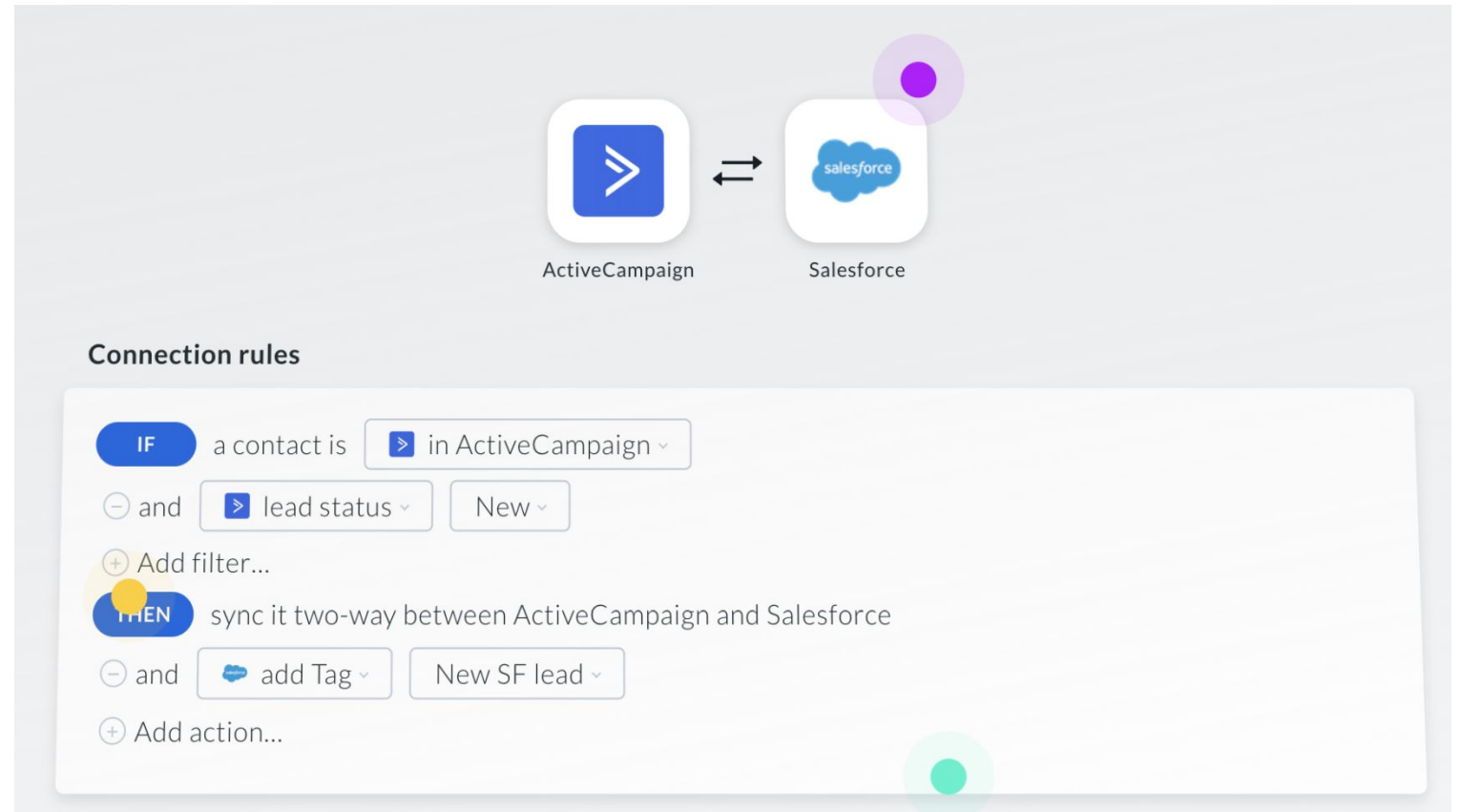
Design Collection

Integration Platform as a Service Software

Piesync

- Two-way syncing

Link: <https://www.piesync.com>



Design Collection

Integration Platform as a Service Software

Zapier

- The journey and the configuration of the content are put in the same page

Link: <https://zapier.com>

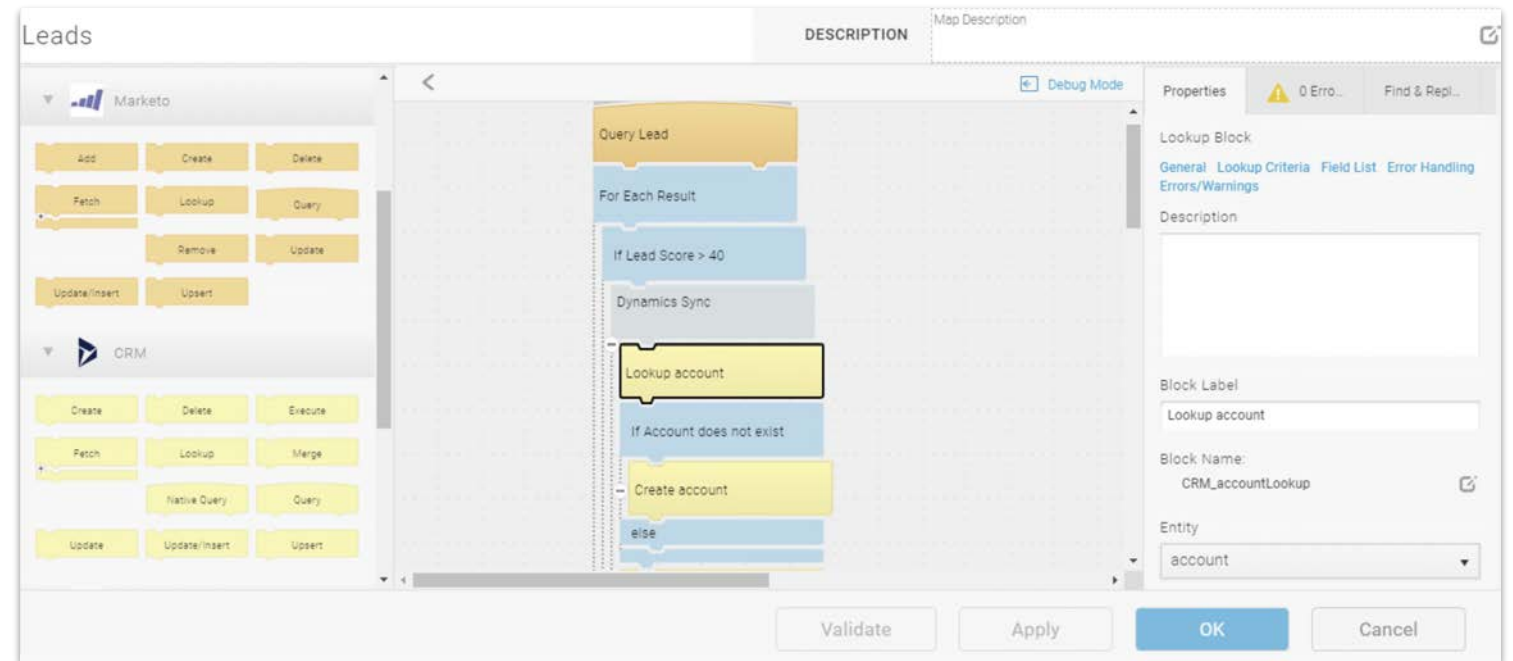
The screenshot displays the Zapier web interface for configuring a workflow. The top navigation bar includes a 'Dashboard' link, a breadcrumb 'Set Up Search/Create Options', a search icon, and a toggle for 'YOUR ZAP IS OFF'. The main content area is titled 'Galactic Donuts Newsletter Opt-In' and features a vertical timeline on the left with two steps: '1. New Entry' (marked with a green checkmark) and '2. Find or Create Subscriber' (marked with a blue icon). Below the timeline, a 'SEARCH OR CREATE' section lists options: 'MailChimp', 'Find or Create Subscriber', 'Donut Dan's MailChimp', 'Edit Options' (highlighted), 'Test this Step', and 'Delete'. The right panel, titled 'Search for MailChimp Subscriber', contains a 'Search (required)' field with a subtext 'The name or email address of the Subscriber you want to search for.' and a 'Step 1: What's your email address?' input field. Below this, a checkbox 'Create MailChimp Subscriber if it doesn't exist yet?' is checked. The 'Set up MailChimp Subscriber' section includes several fields: 'List (required)' with a dropdown menu showing 'Glazed and Confused', 'Email (required)' with a 'Step 1: What's your email address?' input field, 'Favorite Donuts (optional)' with a 'Step 1: What's your favorite kind of donut?' input field, and 'Signup Date (optional)' with a 'Step 1: Date Created' input field. A note at the bottom states: 'This is a merge field. Anything besides "Text" merge fields may fail.'

Design Collection

Integration Platform as a Service Software

TIBCO Cloud Integration

TIBCO Cloud Integration is an enterprise iPaaS platform. It offers capabilities matching users of various skill levels, so that they can connect cloud apps, build hybrid integration flows across on-premises systems, and develop microservices and IoT edge applications. It takes a drag-and-drop and API-led design approach, and has a deploy-anywhere model. The vendor's goal is to help users get their apps connected more quickly and easily.



Link: <https://www.tibco.com/products/cloud-integration>

Design Collection

Content Builder

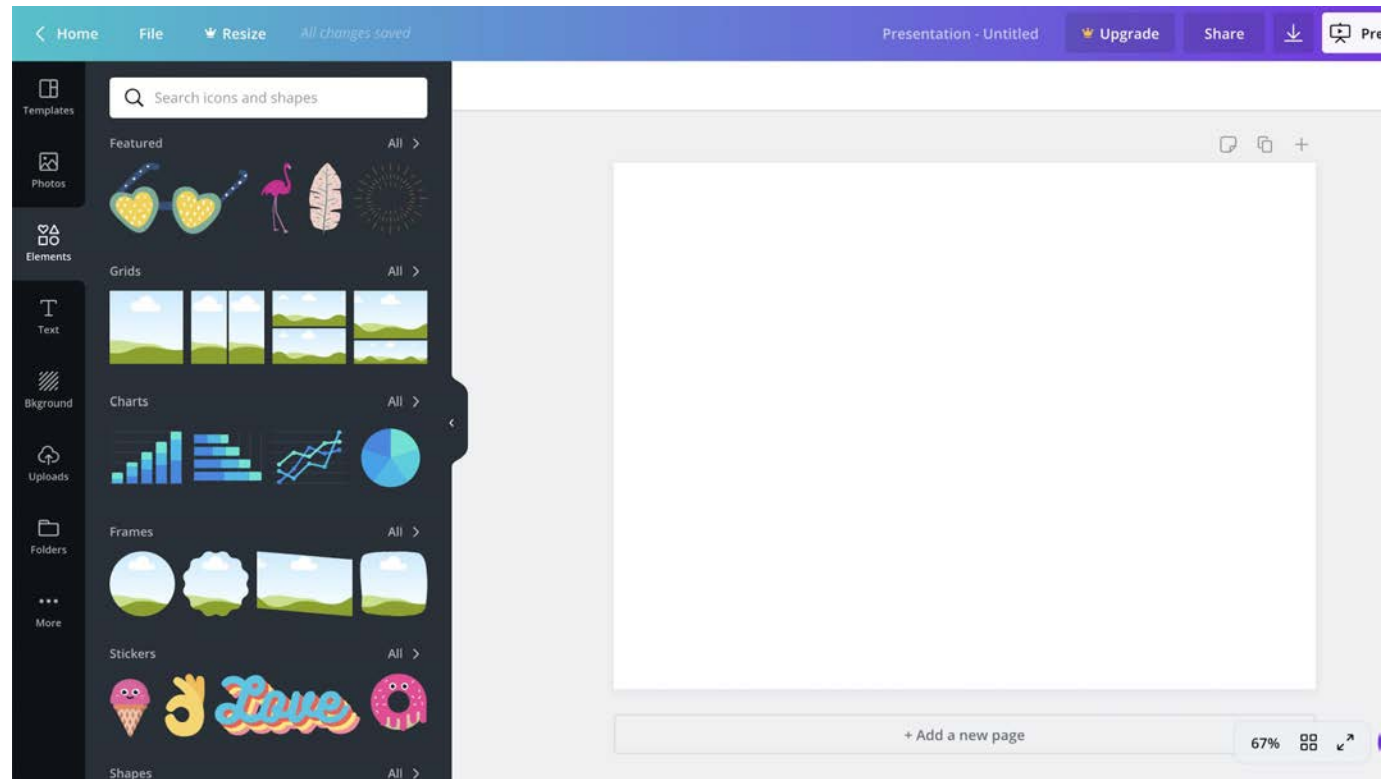


Design Collection

Content Builder

Canva

- Create content in a WYSIWYG way



Link: <https://contently.com>

Design Collection

Content Builder

Contently

- Provide content review and tone analysis before send the content

Link: <https://www.canva.com>

The screenshot displays the Contently dashboard interface. At the top, a navigation bar includes links for TASKS, CALENDAR, PITCHES, STORIES, MEDIA, ANALYTICS, and PORTFOLIO. The main content area shows a draft titled "How To Measure The ROI On Your Content Strategy" by Shane Snow, completed on July 5, 2011. A "PUSH TO CMS" button is visible. The article text discusses the importance of content marketing and provides a list of five steps to measure ROI. On the right, a "Review" panel shows a "1 FLAG" and a "REFRESH" button. Below this, a "Style and Tone" analysis is displayed, featuring sliders for Expressivity, Formality, Inflection, Authority, and Emotion. A "Sentence Breakdown" section allows users to select a trait to analyze sentence likelihood. The bottom of the review panel shows the "Current Readability Level" as "High school senior".

How To Measure ROI on Your Content Strategy

By Shane Snow

High quality content has become an exciting alternative to traditional marketing for a large number of businesses – most of them, in fact, according to data from the [Content Marketing Institute](#). Sixty-eight percent of CMOs say they're shifting dollars to content marketing.

It's because content works.

Content creates brand awareness. It creates advocates, subscribers, and purchasers and increases the volume of inbound leads for brands-turned-media-companies.

But measuring the effect of your content, and return on your time and/or monetary investment can be tricky, ambiguous even. In my guest post on Mashable this week, I walk through four steps to measuring your content ROI:

1. Understand What You're Measuring
2. Rely on Aggregate Data if You Need Convincing to Get Started
3. Use Proxies to Measure Initial Success
4. Measure Both Primary And Secondary Conversion Indicators

The fifth point is not a step, but general advice:

5. Be Patient.

For the full rundown, check out my post on content ROI at Mashable.com.

[Julie: links to the post will be forthcoming. Also, a mechanism for sending notes to the editor with drafts is forthcoming. :)]

WAITING FOR LINKS

Word count: 189

Review

Last checked a second ago

1 FLAG REFRESH

QUALITY OPTIMIZATION **STYLE AND TONE**

Our tools in this section make sure that your stories follow the desired style set by the publication. [Read more](#)

Refresh your tone analysis

This is how your story reads based on the latest submitted draft on Jun 15, 2017 at 4:17pm. This analysis highlights the story's tone. Keeping a consistent tone across your publication builds a better brand and identity. [Read more](#)

☒ Story's current tone ☐ Publication's target tone ☐ Neutral area

EXPRESSIVITY

INFORMATIONAL IMAGINATIVE

FORMALITY

INFORMAL FORMAL

INFLECTION

ACADEMIC COLLOQUIAL

AUTHORITY

IMPACTIONAL PERQUASIVE

EMOTION

RESTRAINED PASSIONATE

SENTENCE BREAKDOWN

Select a trait from the dropdown menu to see which sentences express that tone the strongest. Highlighted sentences show the likelihood that a certain tone is present.

NONDESCRIPT VERY STRONG

Select a tone

Was this analysis useful? Yes | No

CURRENT READABILITY LEVEL

High school senior

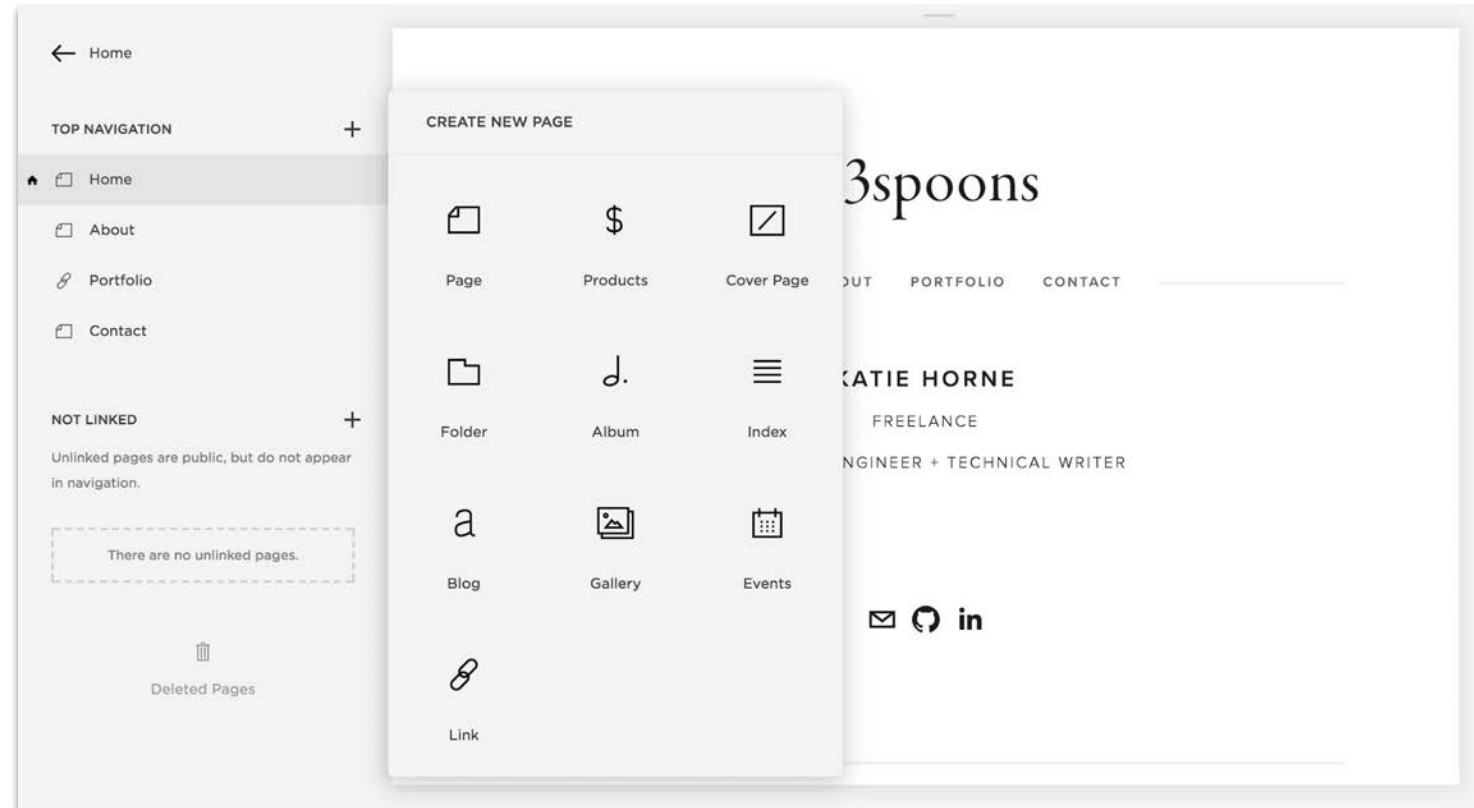
Design Collection

Content Builder

Squarespace

- Squarespace is a CMS platform that allows users to create a DIY blog, eCommerce store, and/or portfolio. Their templates are designed to be elegant and give users maximum control over the look & feel of the website. Some Squarespace templates are industry or use case-specific, such as menu builders for restaurant sites. Their templates are optimized for mobile shopping. SEO, product galleries, and order management features are built in. Squarespace integrates with Stripe for credit card payments, and ShipStation for shipping.

Link: <https://www.squarespace.com>



Design Collection

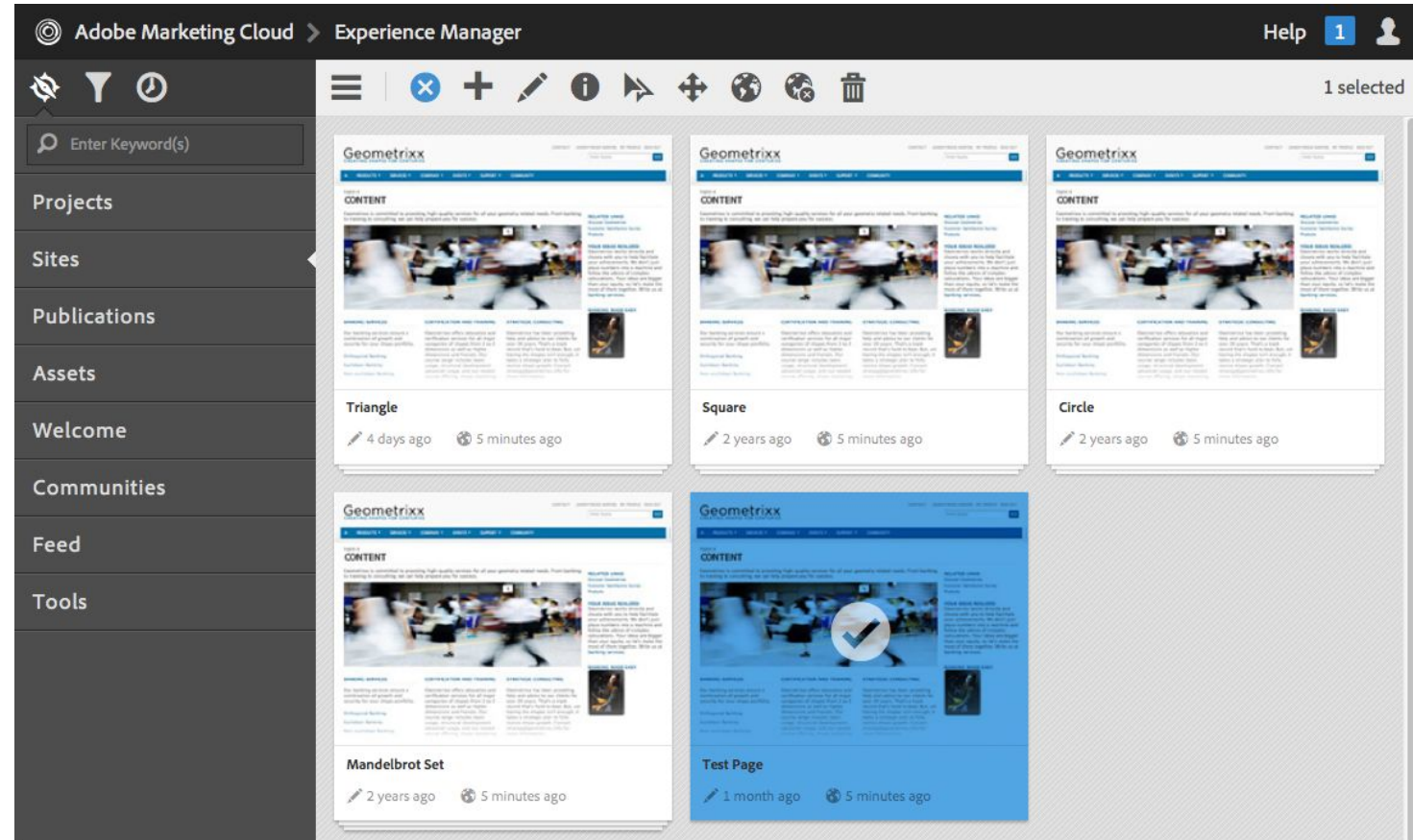
Content Builder

Adobe Experience Manager

- Adobe Experience Manager is a content management system from Adobe designed to help businesses manage their marketing and web presence, and track customer data to optimize the visitor experience and conversion. It allows businesses to create customer profiles for site visitors using both authenticated and anonymous data, dynamic tag management, mobile services and accessibility, and connection with third-party data and applications via the Adobe Marketing Cloud Exchange. It features multi-site management with regionalization and localization and editing, templates to ensure consistency across sites, and pre-built integration with other Adobe tools and services.

Link:

<https://www.adobe.com/marketing/experience-manager-sites.html>



Design Collection

Need confidence when hitting “Activate/send”



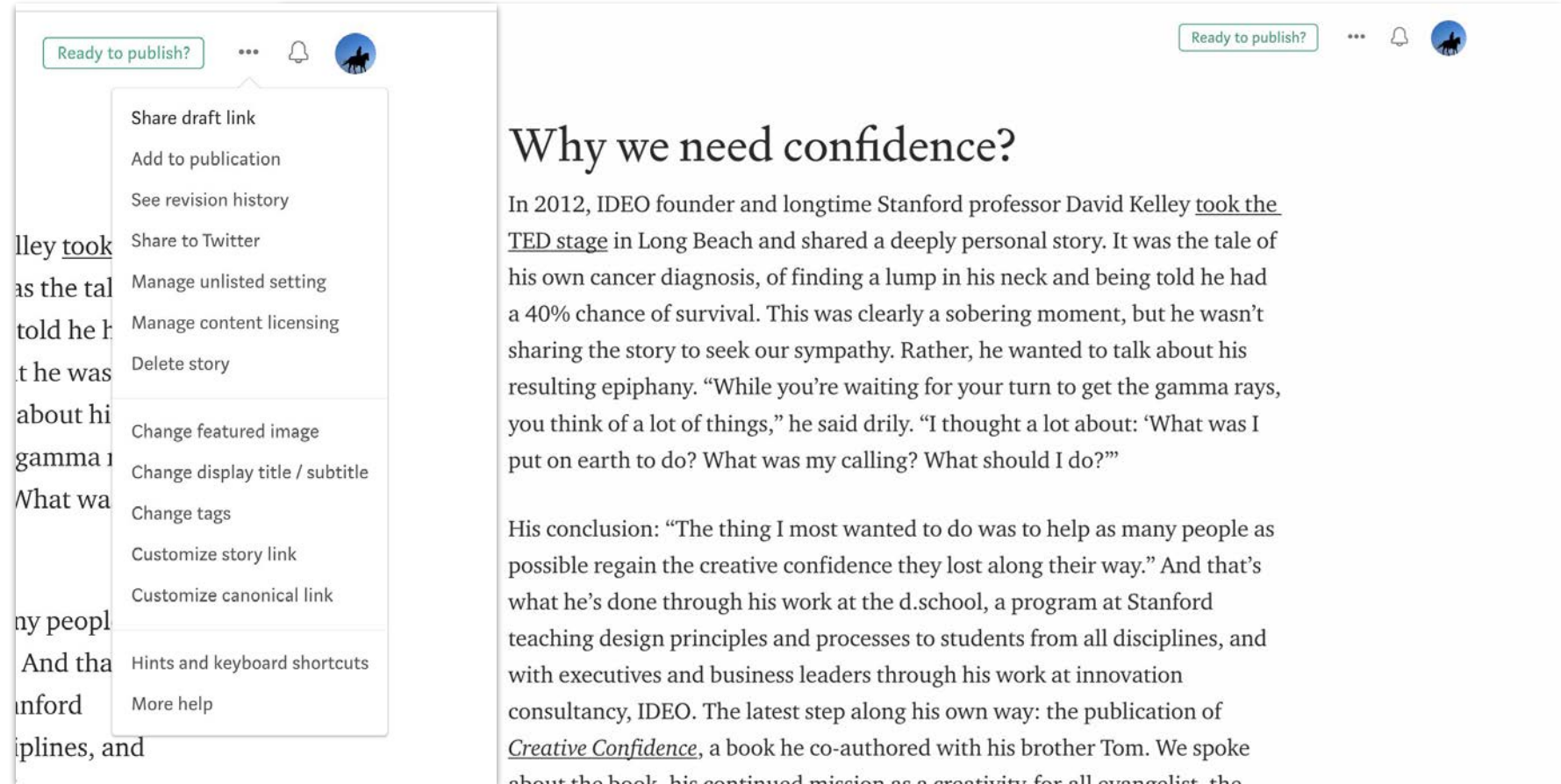
Design Collection

Need confidence when hitting “Activate/send”

Medium

- Share draft link to get feedback before publish
- Edit content after publishing

Link: <https://www.canva.com>

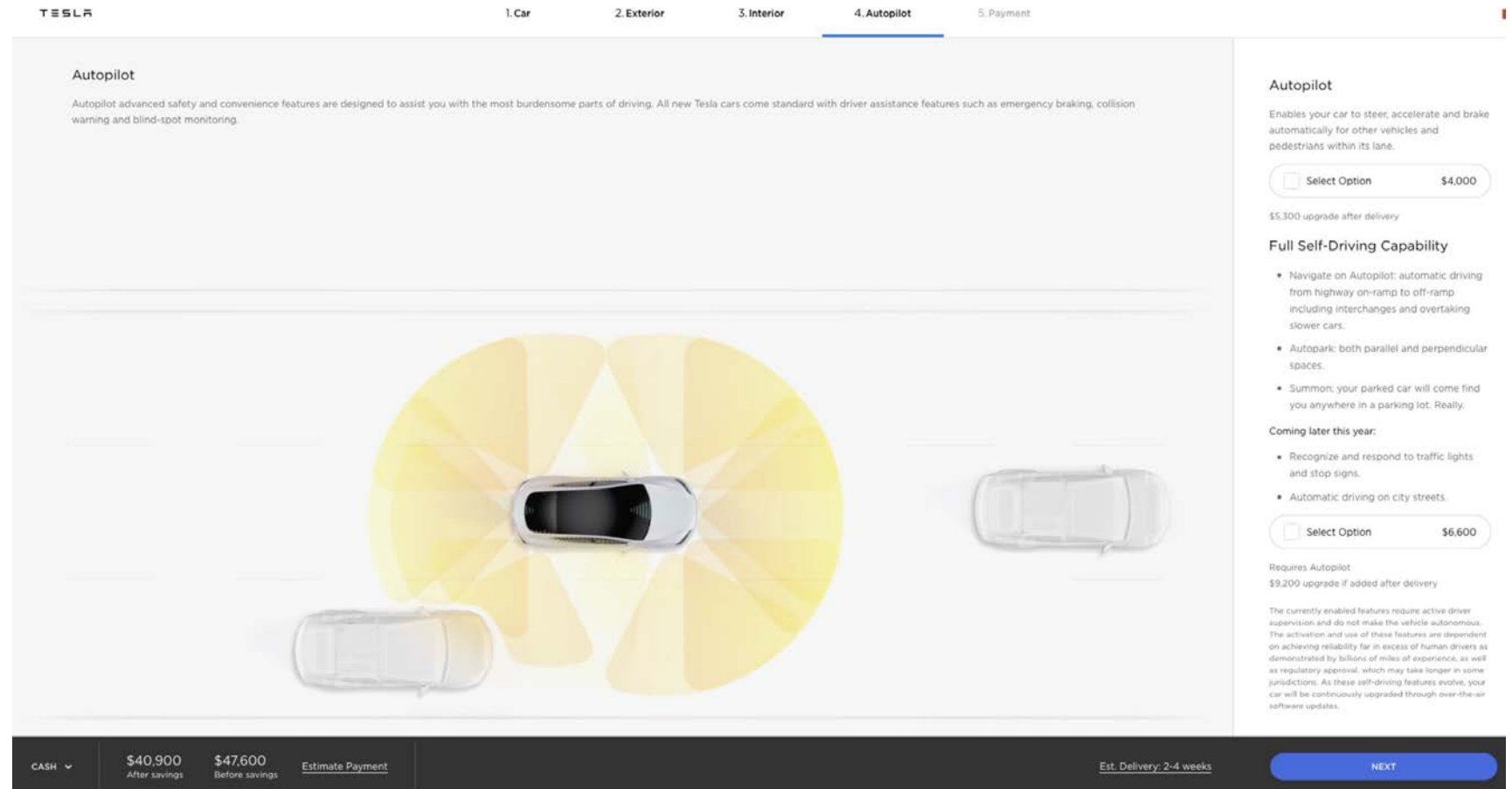


Design Collection

Need confidence when hitting “Activate/send”

Tesla

- Provide overview of the order
- Step indicator, so users know where they are



Design Collection

Need confidence when hitting “Activate/send”

Instagram

- When delete message, there will be a confirmation



Design Collection

Data visualization tool

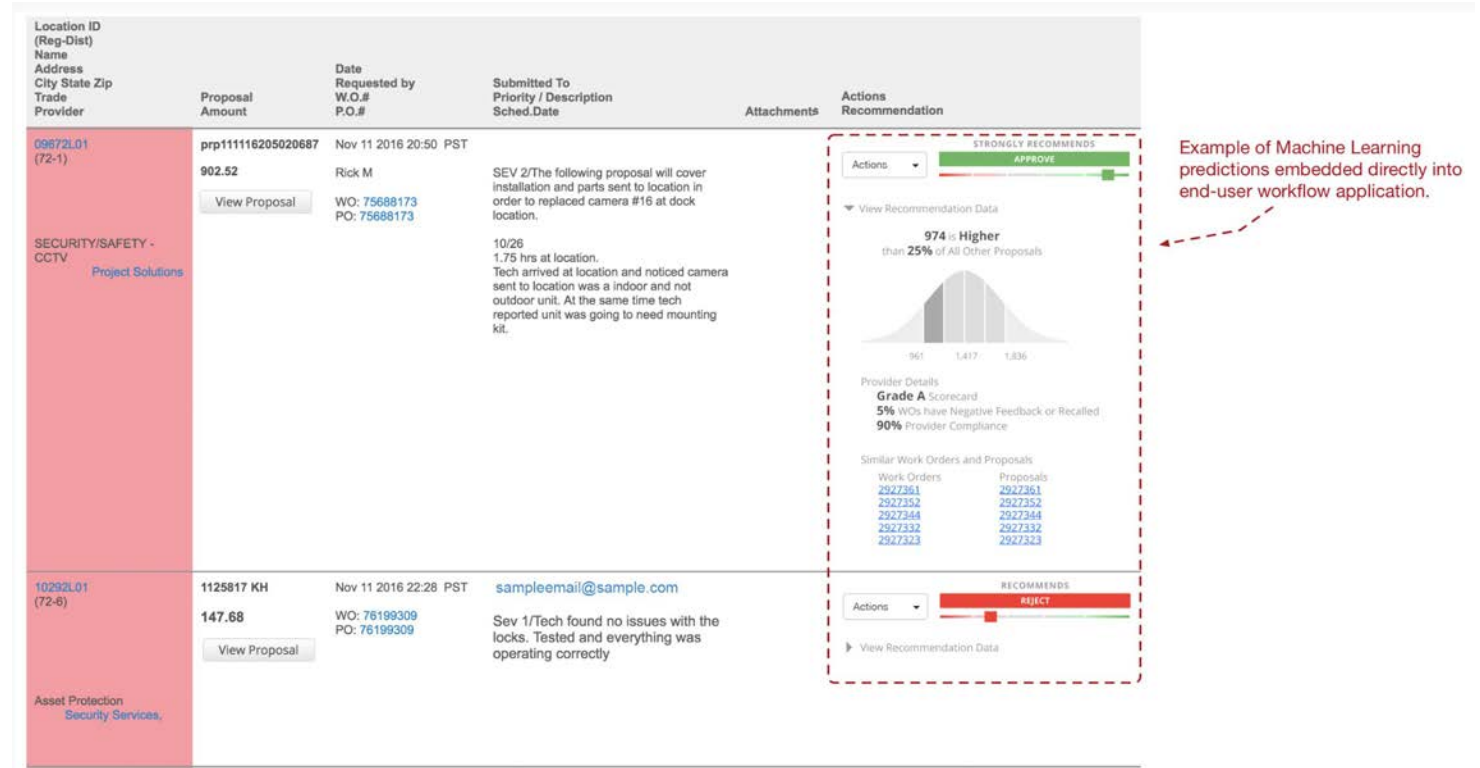


Design Collection

Data Visualization Tool

GoodData

GoodData is a cloud-based, end-to-end solution that promises to gather data and user decisions and transforms them into actionable insights delivered at the point of work. Leveraging this platform as well as the expertise of in-house data scientists, domain experts, and data engineers, GoodData works with customers to drive a business outcome focus allowing data to finally drive meaningful change for the business.

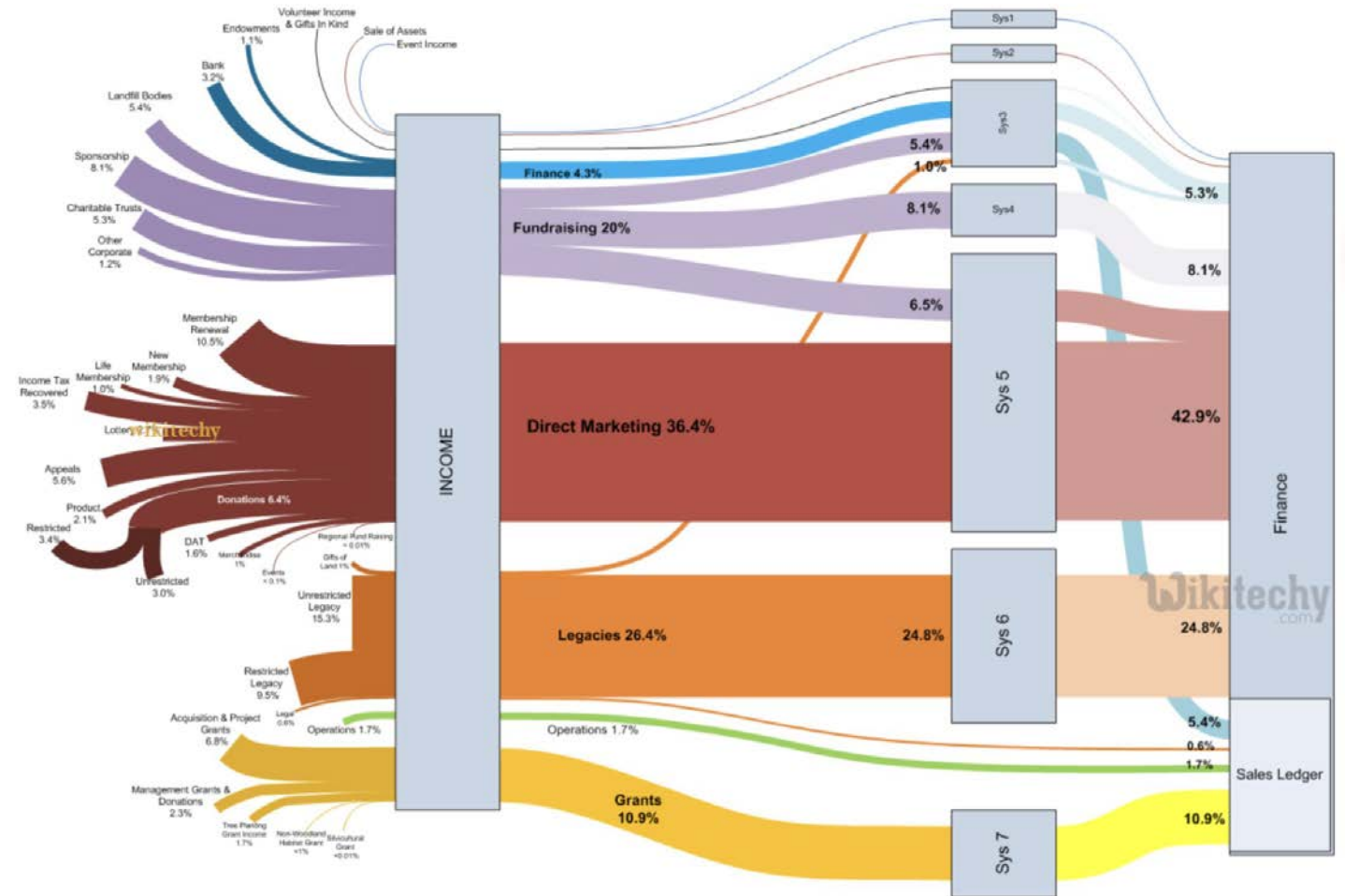


Design Collection

Data Visualization Tool

Google Charts

Google Charts provides a way to visualize data on your website - for free. From simple line charts to complex hierarchical tree maps, the chart gallery provides a large number of ready-to-use chart types. The most common way to use Google Charts is with simple JavaScript that you embed in your web page.

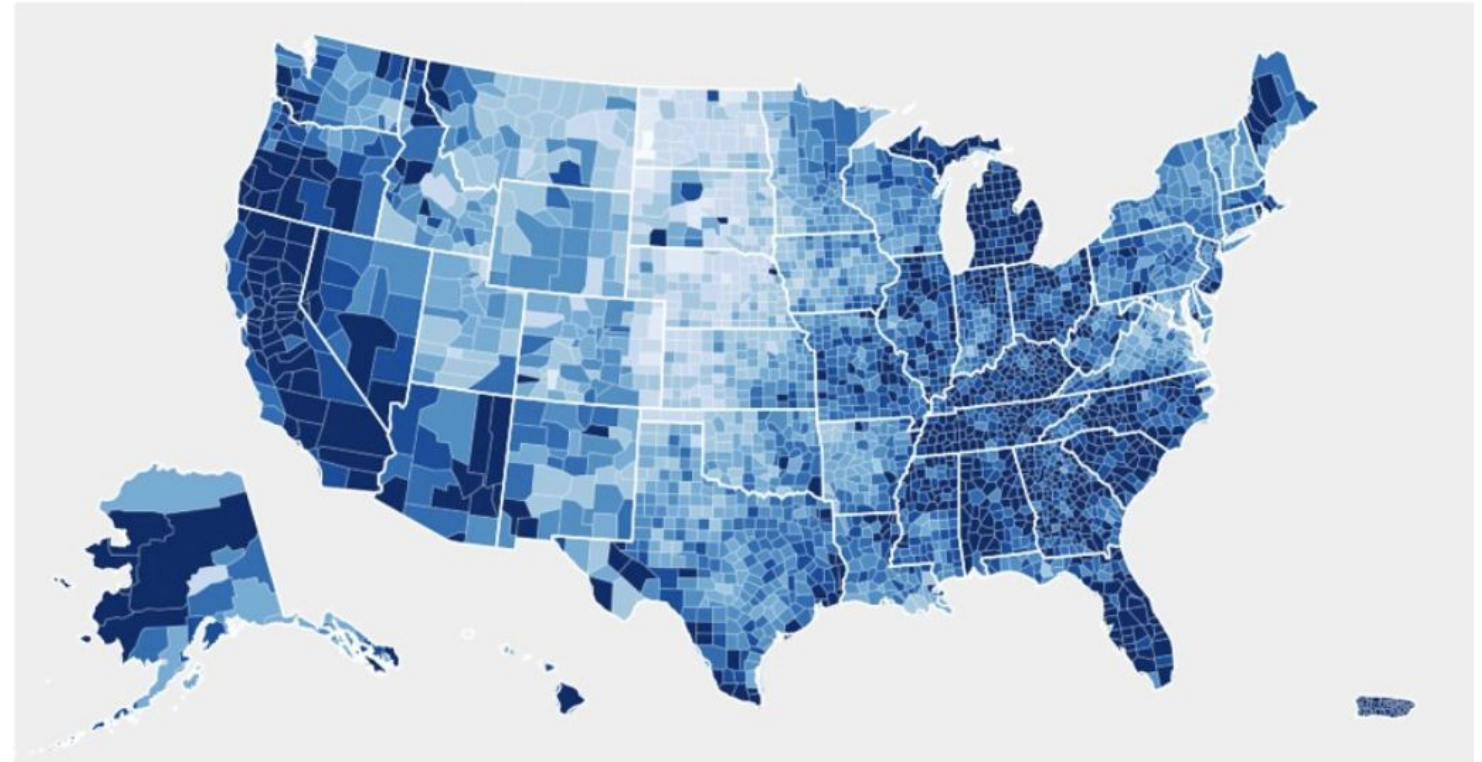
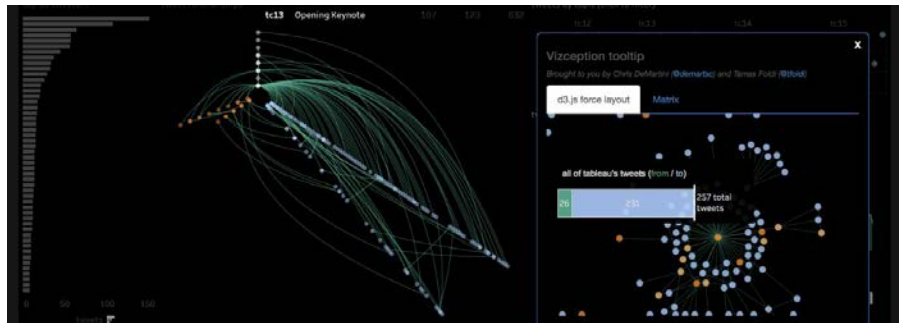


Design Collection

Data Visualization Tool

D3.js

D3.js is a JavaScript library for manipulating documents based on data.



Link: <https://d3js.org/>

Design Collection

Data Visualization Tool

Fusioncharts

FusionCharts is a JavaScript charting library for web and enterprise applications, used by over 27,000 companies and 750,000+ developers worldwide. FusionCharts is suited for any software company or team that needs to create dashboards within their product (SaaS/on-premise) or project (internal reports or dashboards) can utilise the power and delight of FusionCharts.

Link: <https://www.fusioncharts.com/>



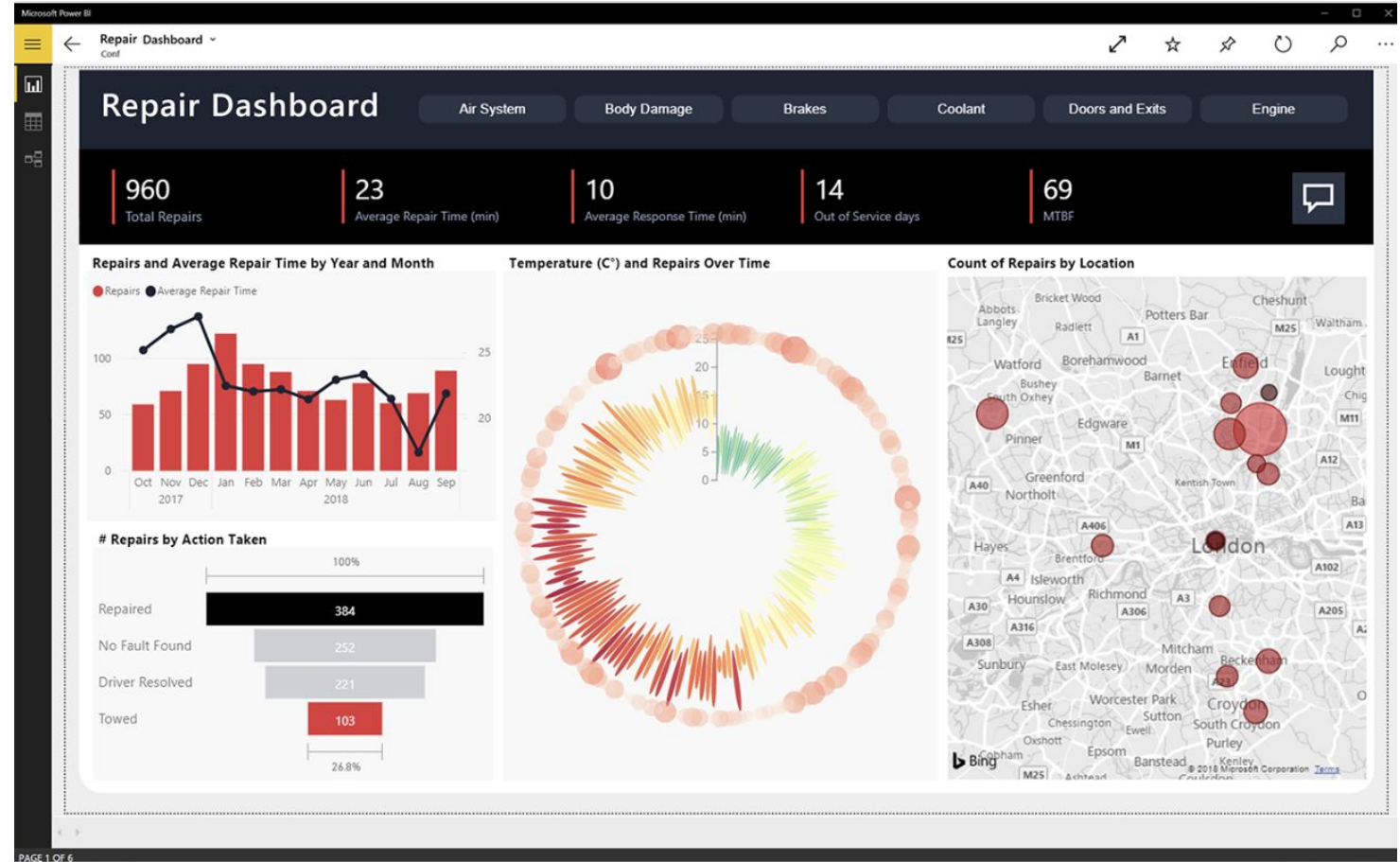
Design Collection

Data Visualization Tool

Microsoft BI

Microsoft BI benefits from the ubiquity of SQL server and the set of tools built around the database, including an ETL layer, master data management, data cleansing, report and reporting.

Link: <https://powerbi.microsoft.com>



Design Collection

Data collection and categorization



Design Collection

Data collection and categorization

Verint solutions

Verint solutions capture, distill, and analyze complex and underused information sources (such as voice, video, and unstructured text) to help organizations make timely and effective decisions.

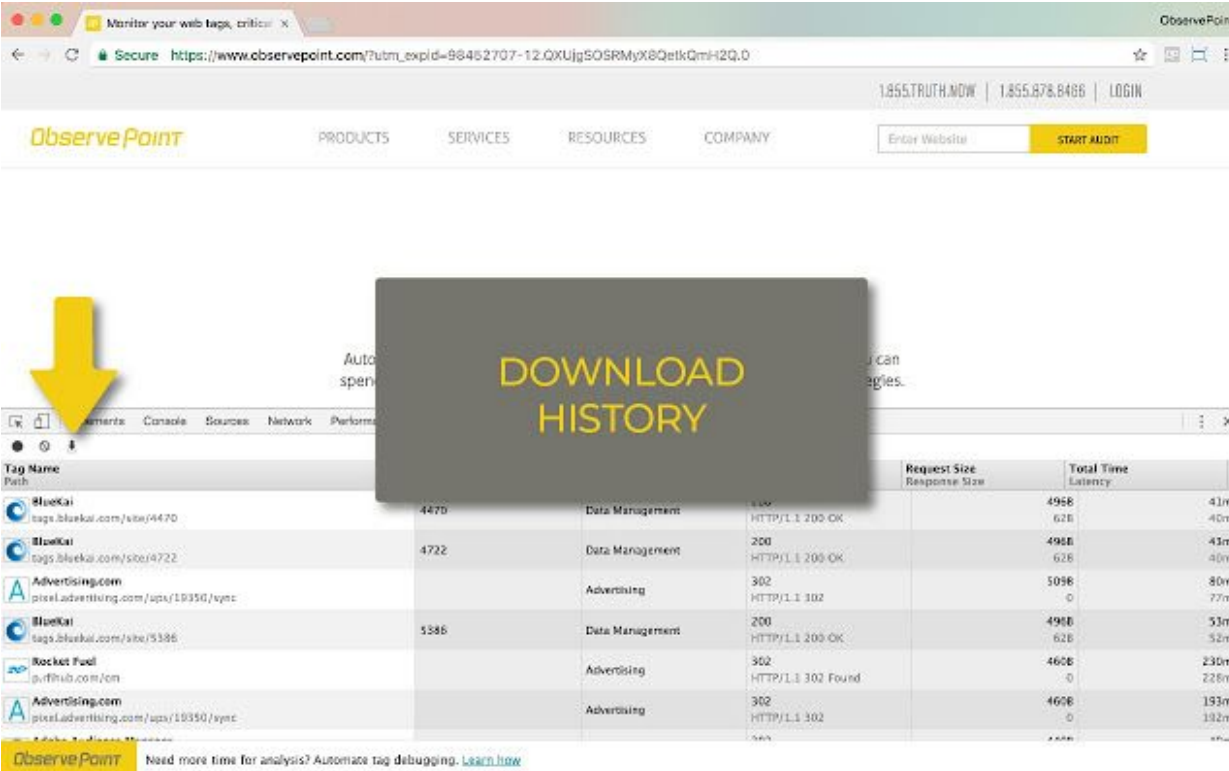


Design Collection

Data collection and categorization

ObservePoint

ObservePoint Data Assurance technology not only validates your digital data, but looks for data collection gaps that exist across your entire website.



The screenshot shows the ObservePoint web interface. At the top, there's a navigation bar with links for PRODUCTS, SERVICES, RESOURCES, and COMPANY. Below this is a table listing various tags and their associated data. A yellow arrow points to the 'DOWNLOAD HISTORY' button, which is highlighted with a grey overlay. The table contains the following data:

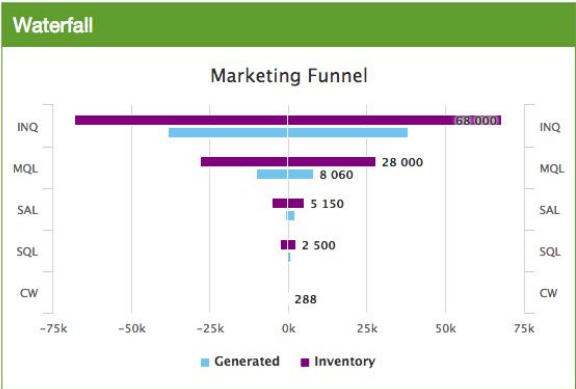
Tag Name	Path	Request Size	Response Size	Total Time	Latency
BlueKai	tags.bluekai.com/view/4470	4470	628	4958	41ms
BlueKai	tags.bluekai.com/site/4722	4722	628	4958	41ms
Advertising.com	pixel.advertising.com/ups/10350/sync	302	0	5096	80ms
BlueKai	tags.bluekai.com/site/5386	5386	628	4958	53ms
Rocket Fuel	guffinlab.com/com	302	0	4606	230ms
Advertising.com	pixel.advertising.com/ups/10350/sync	302	0	4606	193ms

Design Collection

Data collection and categorization

Hive9

Hive9 is a marketing performance management company. They help B2B marketing leaders measure, predict, and improve the impact of marketing.



Waterfall Data

	Generated	Inventory	Conversion Rate	Velocity
INQ	38.1K	68.0K	13.05%	1.15
MQL	8.06K	28.0K	88.26%	1.99
SAL	2.13K	5.15K	88.48%	2.02
SQL	919	2.50K	40.01%	15.46
CW	288	0	0%	0



Design Collection

Customer Analytics



Design Collection

Customer Analytics

Cooladata

Cooladata is a full stack, time-series behavioral analytics solution, designed to see the complete user journey and gain a comprehensive understanding of their behavior.

Gaming Analytics: Executive Dashboard

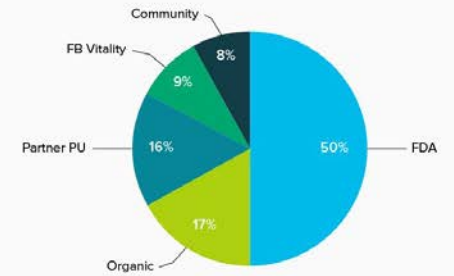
Sept 22 - Sept 29



Top Signup Countries



Top 5 Traffic Sources



Players

68,679

LTV Amount

\$1.05

Paying Players

637

LTV – Paying Players

\$112.85

New Players

21,463

DAU

22,188

MAU

47,885

New Payers

320

Register to Paying

6.85%

Non Paying

67,914

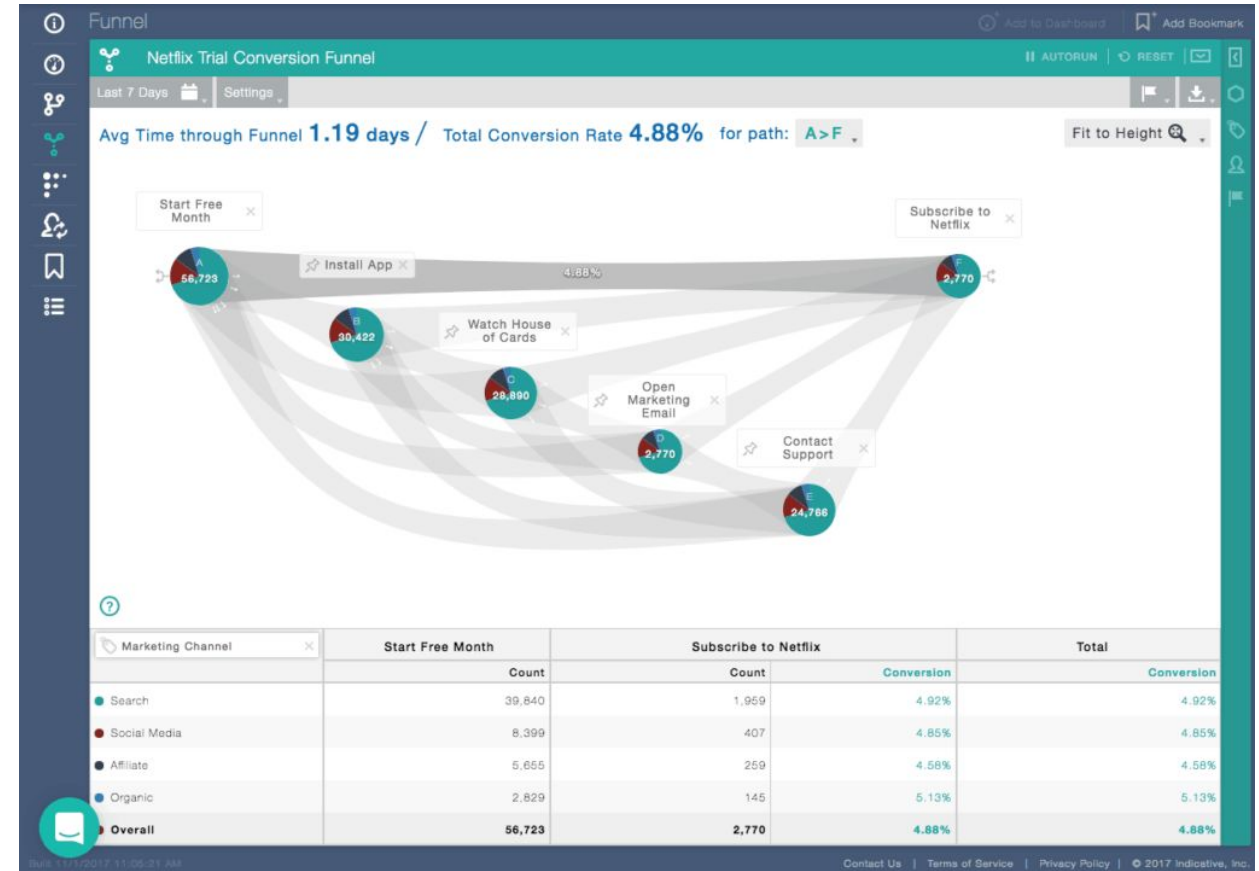
salesforce

Design Collection

Customer Analytics

Indicative

Indicative is a behavioral analytics platform that is specifically designed for growth marketers and product managers to optimize customer engagement, conversion, and retention.

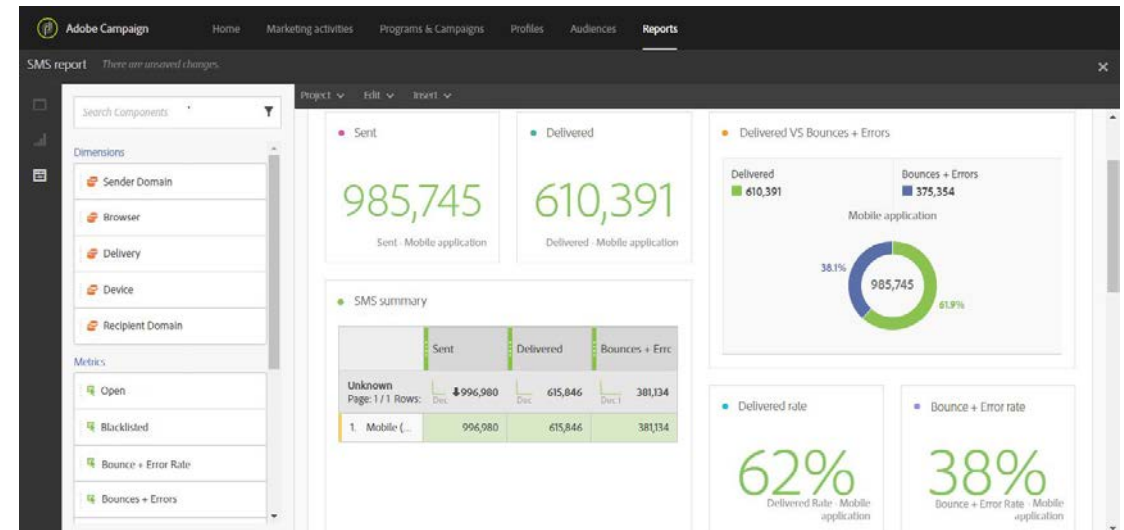


Design Collection

Customer Analytics

Adobe Campaign

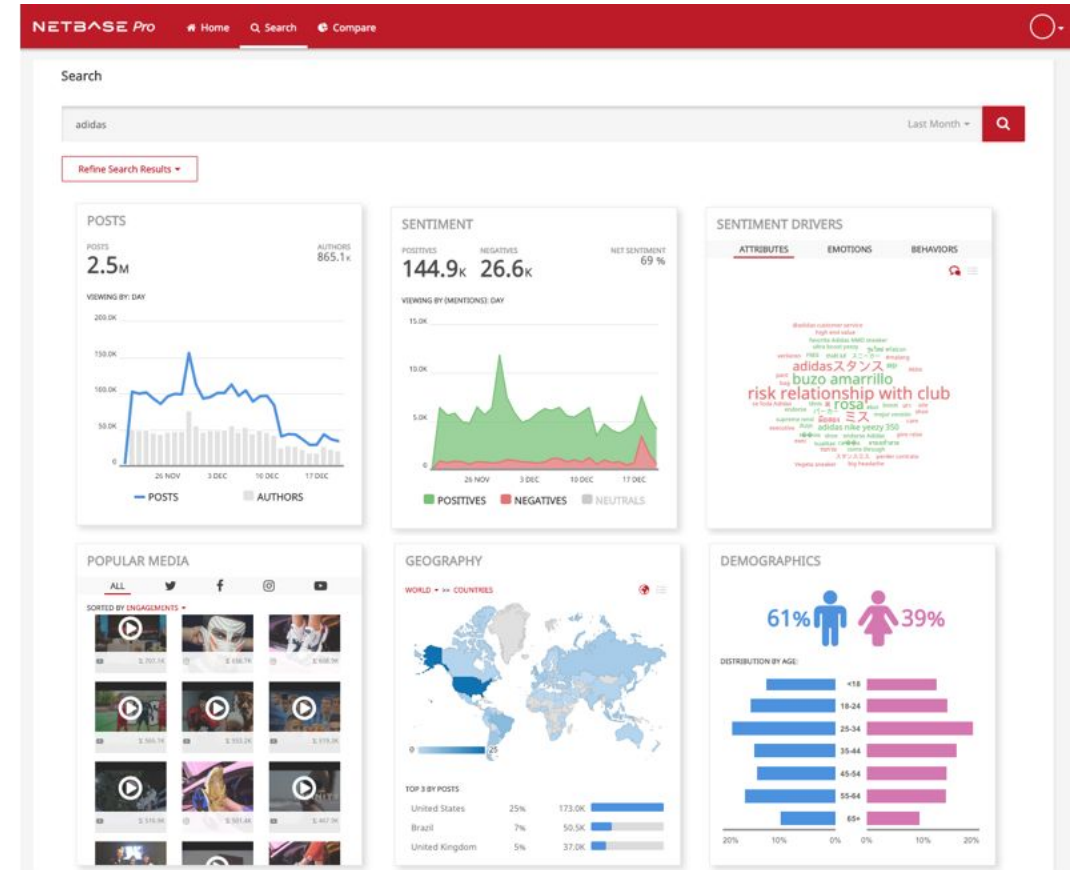
New Adobe Campaign, formerly Neolane, lets you orchestrate personalized experiences determined by the customer's habits and preferences.



Customer Analytics

NetBase

NetBase delivers the social intelligence that global brands and agencies use to publish, monitor, analyze and engage with customers in real time.

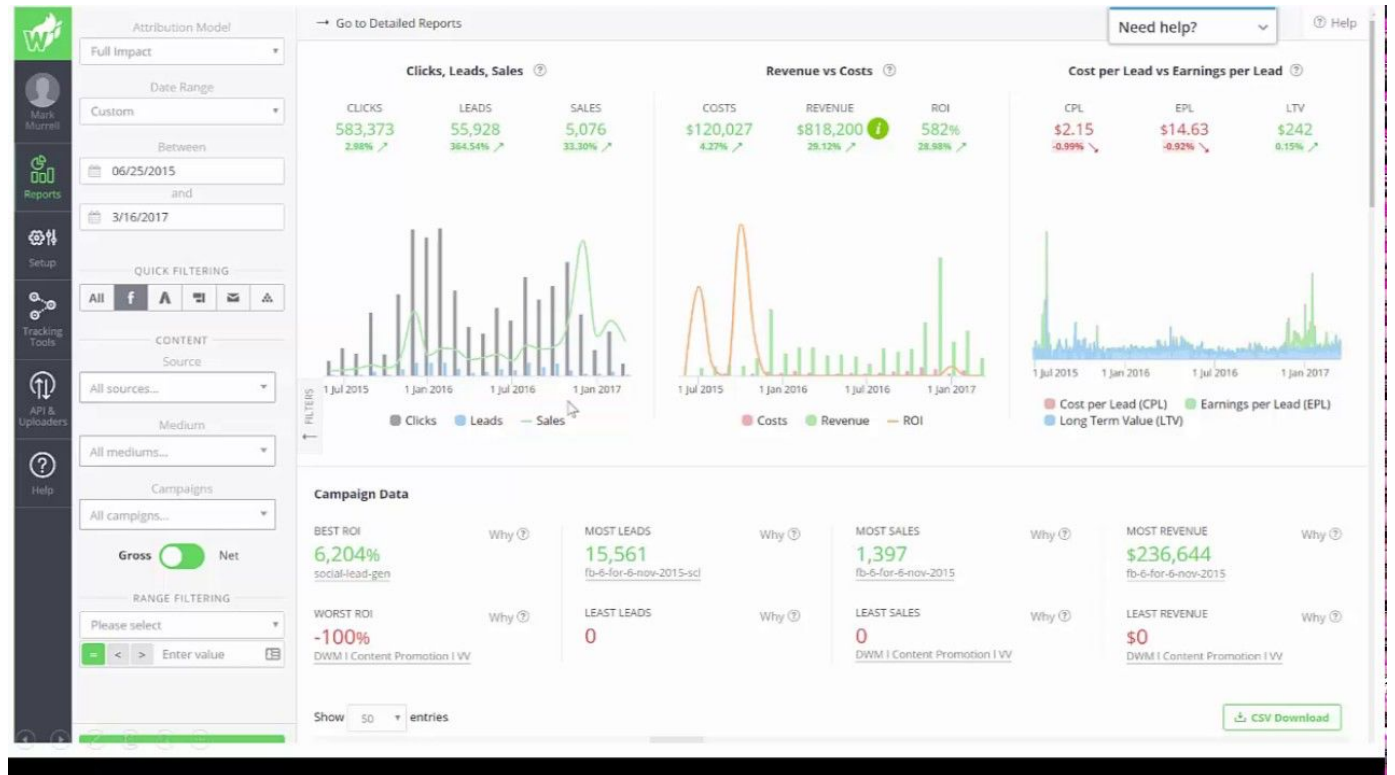


Design Collection

Customer Analytics

Wicked Reports

Wicked Reports is a marketing analytics platform that provides subscription-based, actionable reports on marketing results at each stage of the customer's journey from first click to sale.

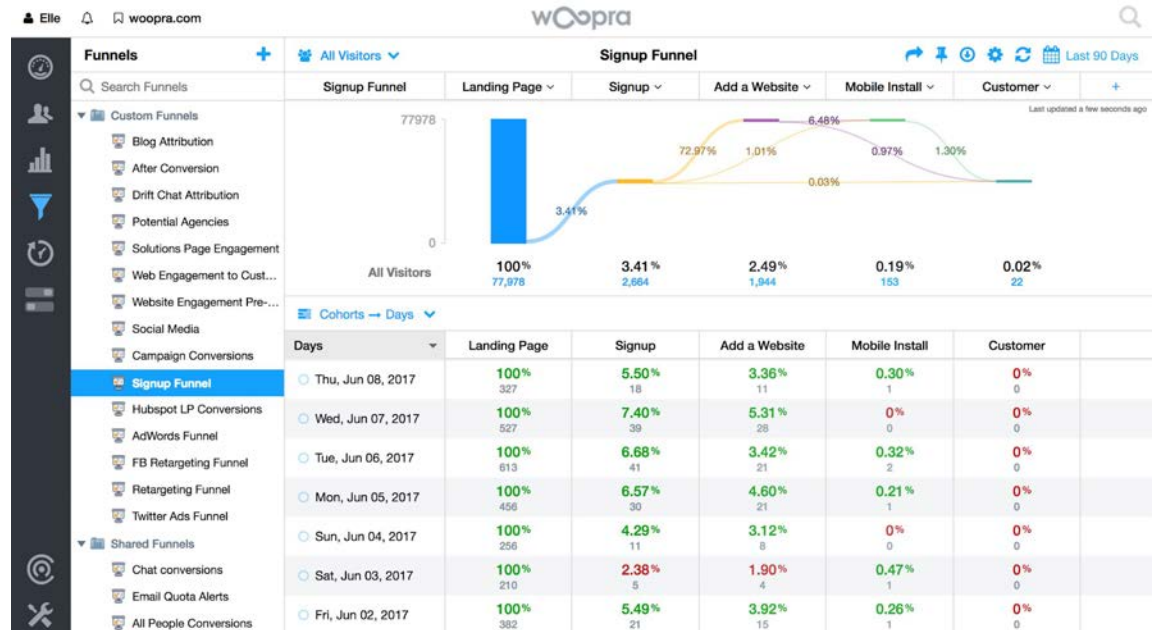


Design Collection

Customer Analytics

Woopra

Woopra is a real-time customer analytics service that delivers a comprehensive view of the customer to help companies create better experiences.

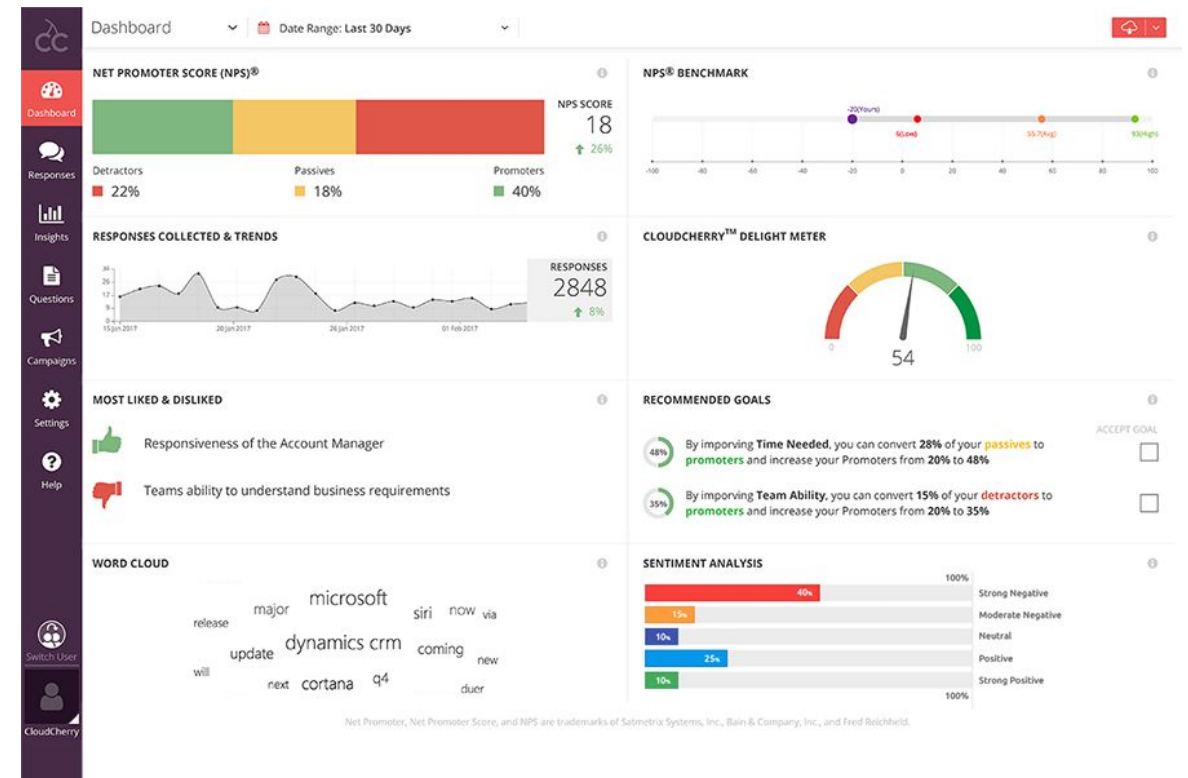


Design Collection

Customer Analytics

CloudCherry

Cloudcherry is a real-time Customer Experience Analytics product to track & measure Customer Delight

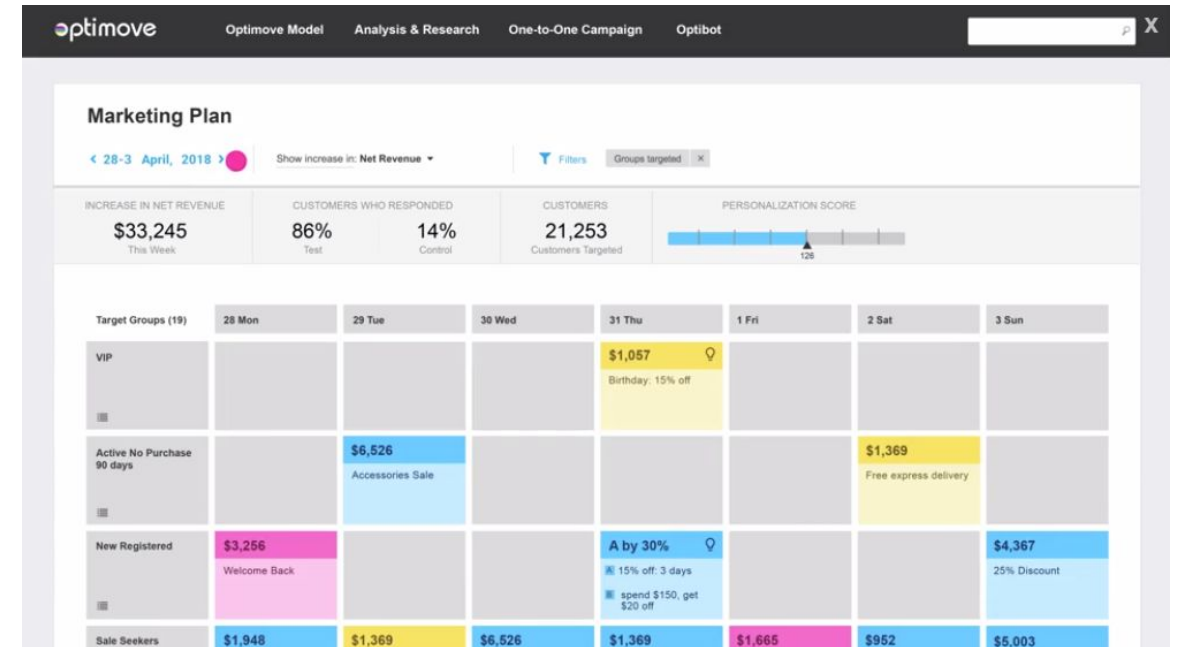


Design Collection

Customer Analytics

Optimove

The Optimove CDP autonomously transforms customer data into actionable insights that power thoughtful customer communications, at scale.



Design Collection

Customer Journey Management

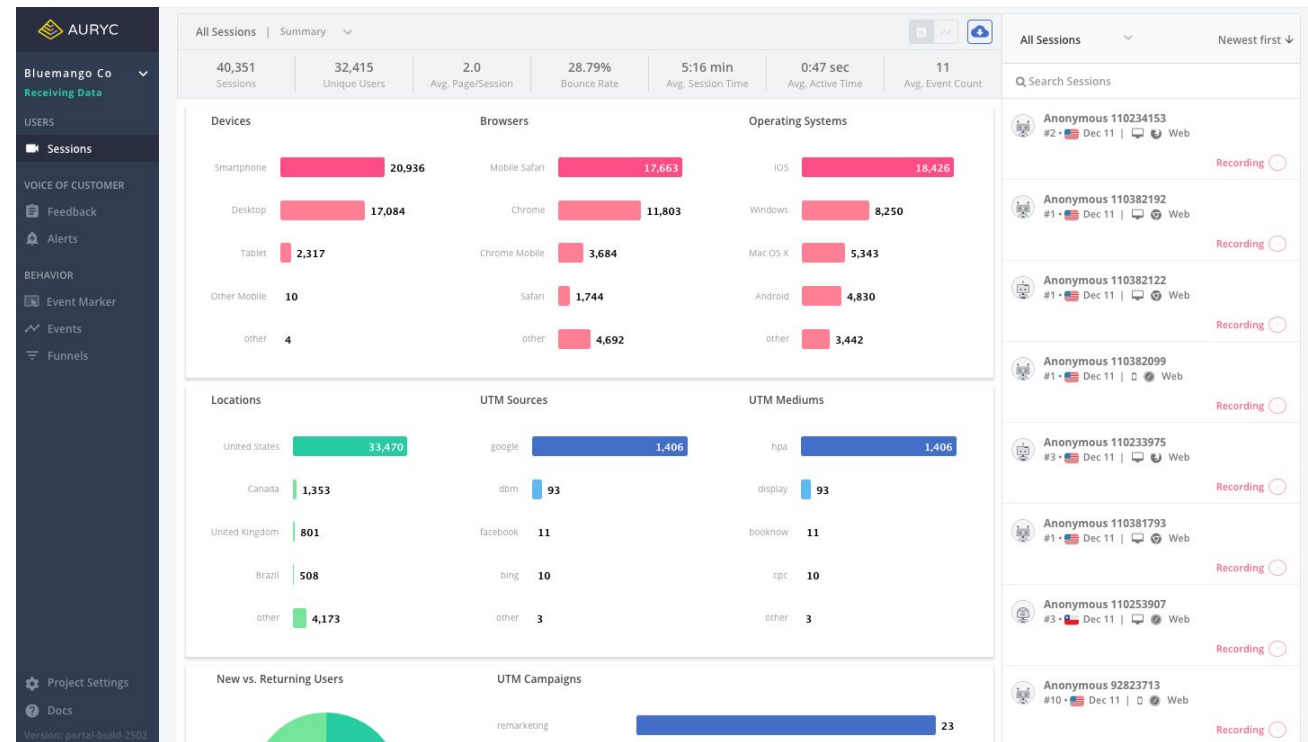


Design Collection

Customer Journey Management

Auryc

Auryc's visual intelligence platform empowers organizations to create exceptional customer journeys and increase revenue.

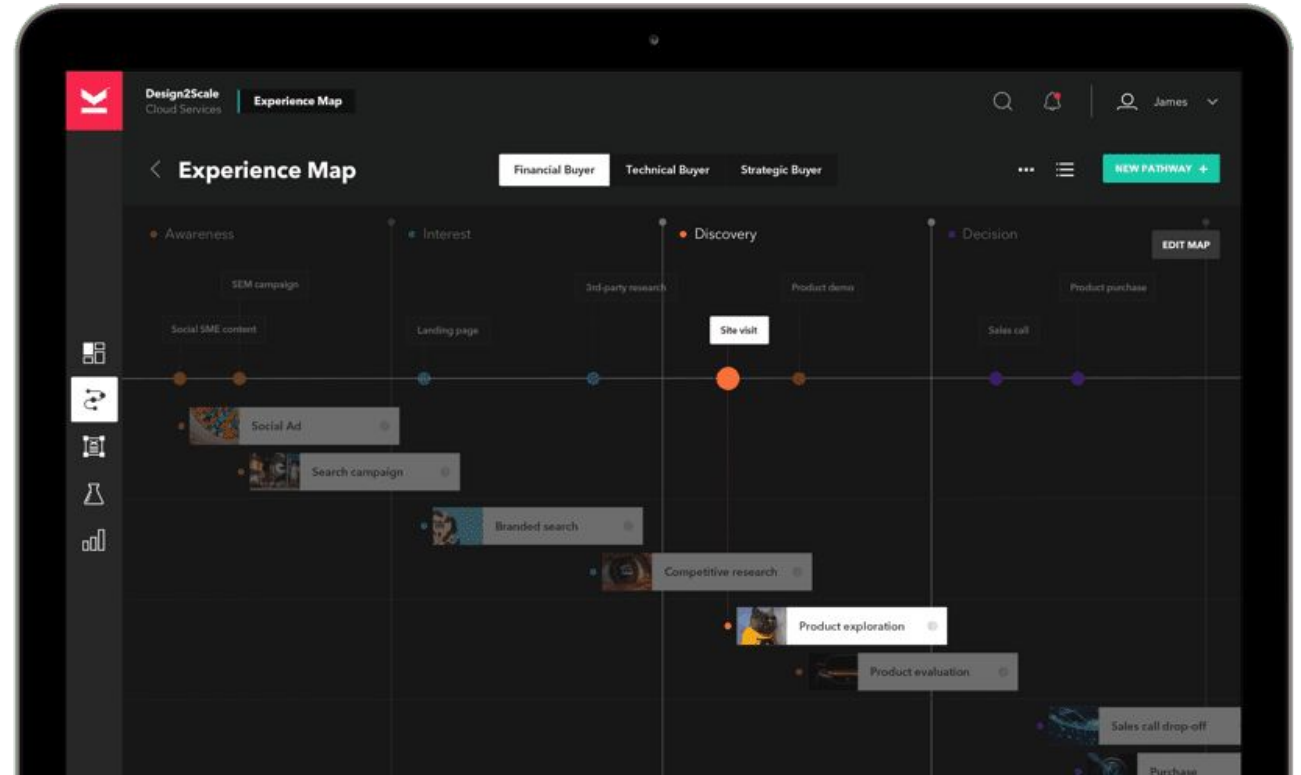


Design Collection

Customer Journey Management

Flockrush

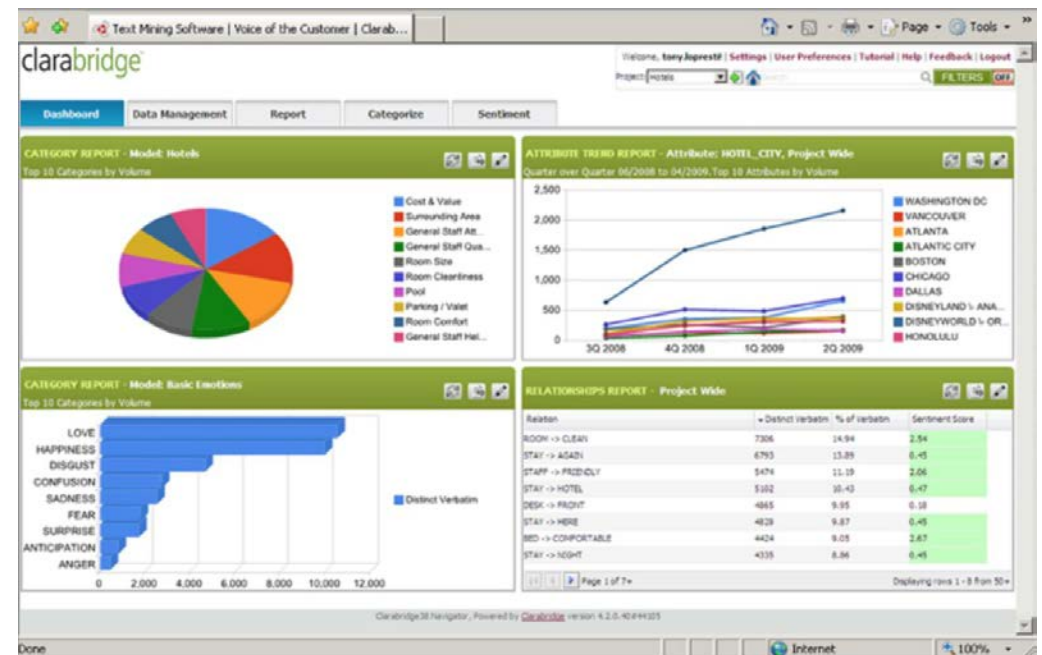
Flockrush allows you to deliver the right content at the time in the right format and predicts the outcome by understanding customer's intent.



Design Collection

Customer Journey Management

Clarabridge is a customer experience management platform that helps users understand and improve the customer journey. Clarabridge collects and transforms all forms of customer feedback into intelligence, allowing businesses to activate the voice of the customer across the enterprise. Data is very easy to interpret thanks to dashboards, reports and alerts available.



Design Collection

Customer Journey Management

cx/omni CEM cloud is a customer experience management platform for internal communication of all CX/UX insights which includes a customer journey mapping tool. This CEM helps you monitor customer sentiment, various pain points, emotional journeys, and even performance gaps. Users can also access real-time feedback data.



Design Collection

Customer Journey Management

Touchpoint Dashboard

Touchpoint Dashboard is a web-based tool for customer journey mapping. It is a method for visualising processes and services from the client's perspective.

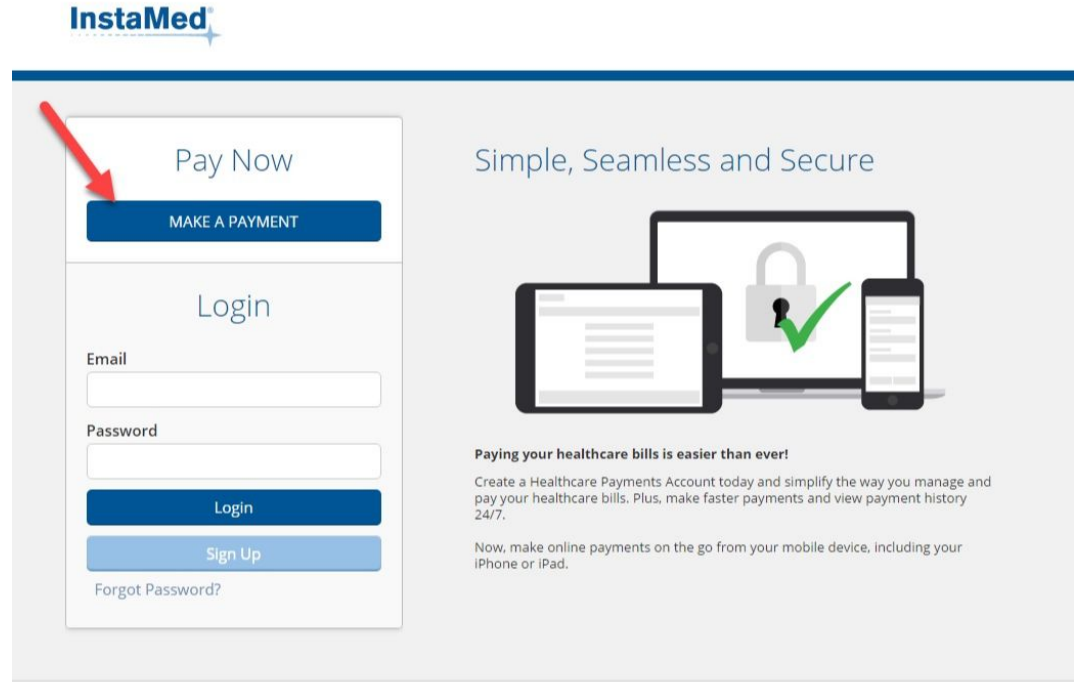


Design Collection

Customer Journey Management

InstaMed

InstaMed delivers member-centric payment solutions that reduce friction and deliver the best possible member experience.



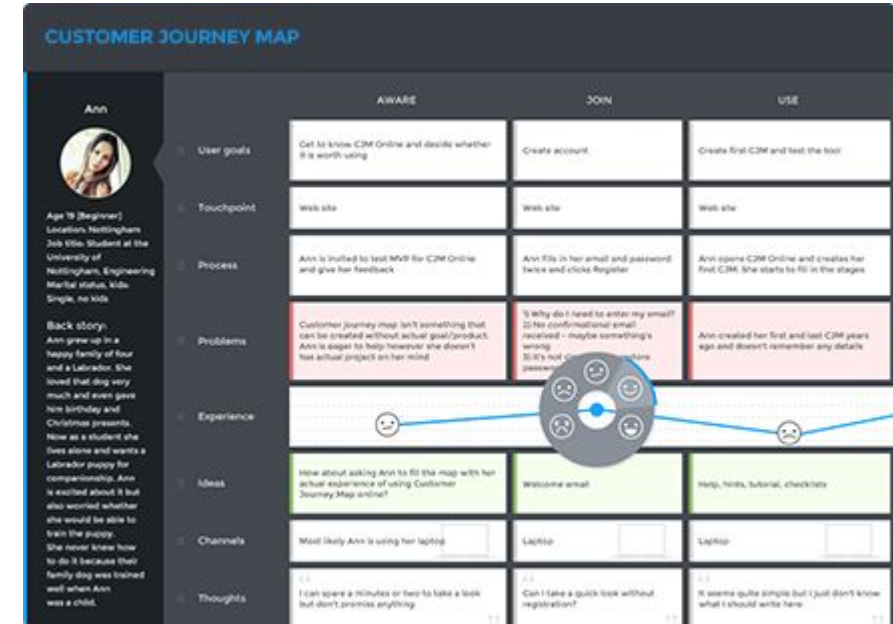
The image shows a screenshot of the InstaMed website interface. At the top, the InstaMed logo is visible. Below it, there is a 'Pay Now' section with a blue button labeled 'MAKE A PAYMENT'. A red arrow points to this button. Below the 'Pay Now' section is a 'Login' section with fields for 'Email' and 'Password', a blue 'Login' button, a light blue 'Sign Up' button, and a link for 'Forgot Password?'. To the right of the login section, there is a heading 'Simple, Seamless and Secure' followed by an illustration of a laptop, a smartphone, and a tablet displaying a checkmark and a padlock. Below this illustration, there is a sub-heading 'Paying your healthcare bills is easier than ever!' and two paragraphs of text: 'Create a Healthcare Payments Account today and simplify the way you manage and pay your healthcare bills. Plus, make faster payments and view payment history 24/7.' and 'Now, make online payments on the go from your mobile device, including your iPhone or iPad.'

Design Collection

Customer Journey Management

UXPressia

UXPressia is an online service for creating professional, editable Customer Journey Maps and Personas.

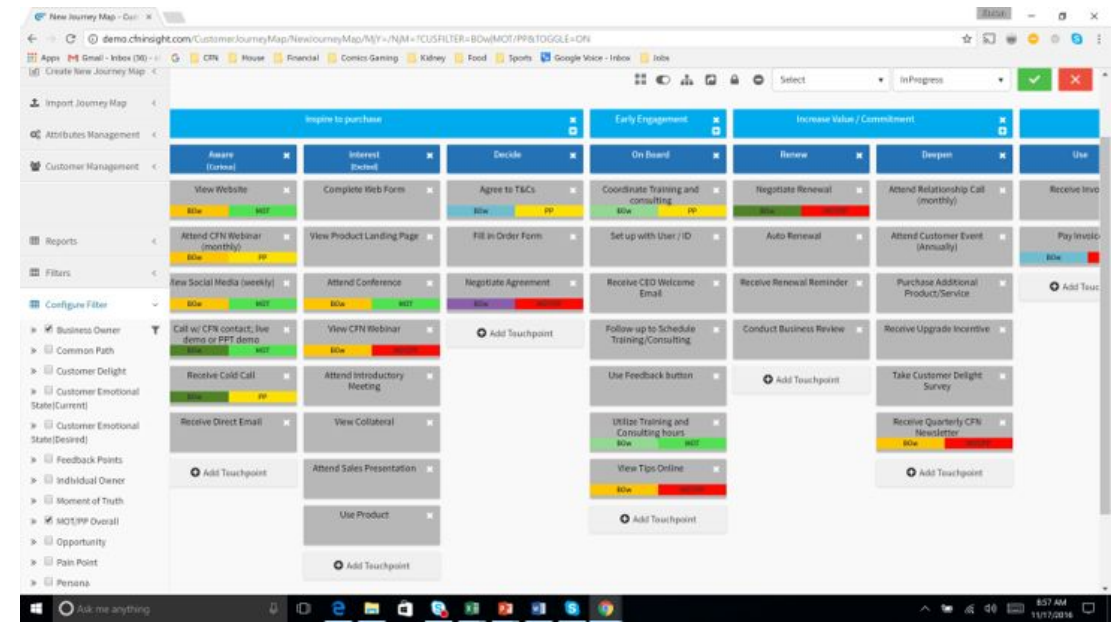


Design Collection

Customer Journey Management

CFN Insight

With CFN Insight, you can identify every customer touchpoint, assign a business owner who is accountable for improving the appropriate metrics and success of their touchpoints, and who can manage the workflow of changing and improving your overall CX.

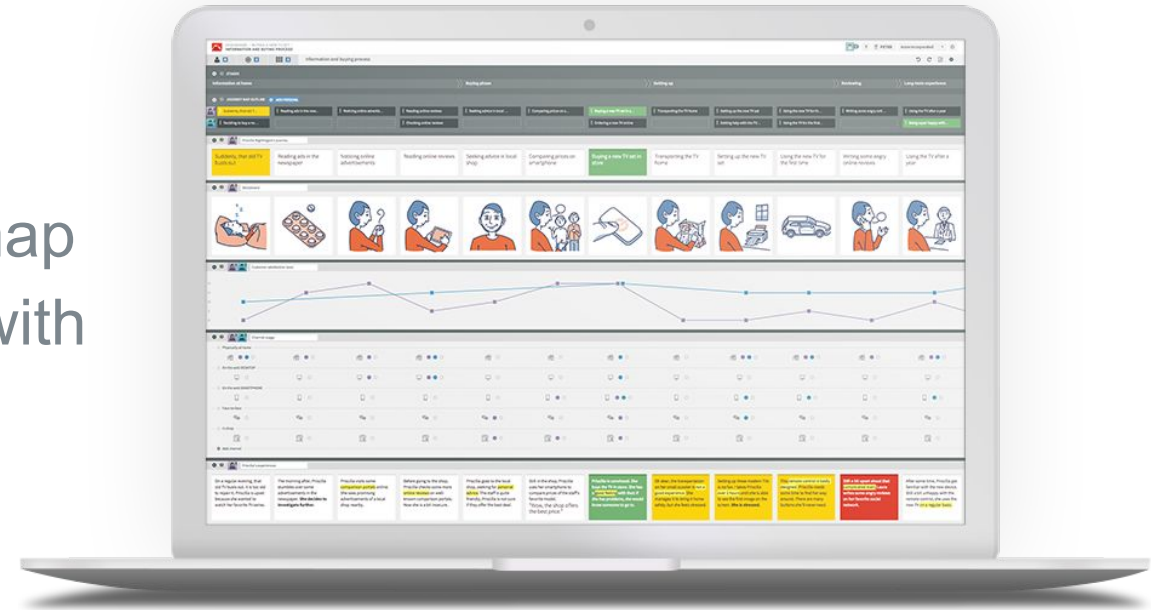


Design Collection

Customer Journey Management

Smaply

Smaply is a visual customer experience management software that helps users map customer engagement and experiences with their company. Using maps and graphical tools, Smaply makes customer journeys tangible.



Design Collection

Collaboration Tools



Design Collection

Collaboration Tools

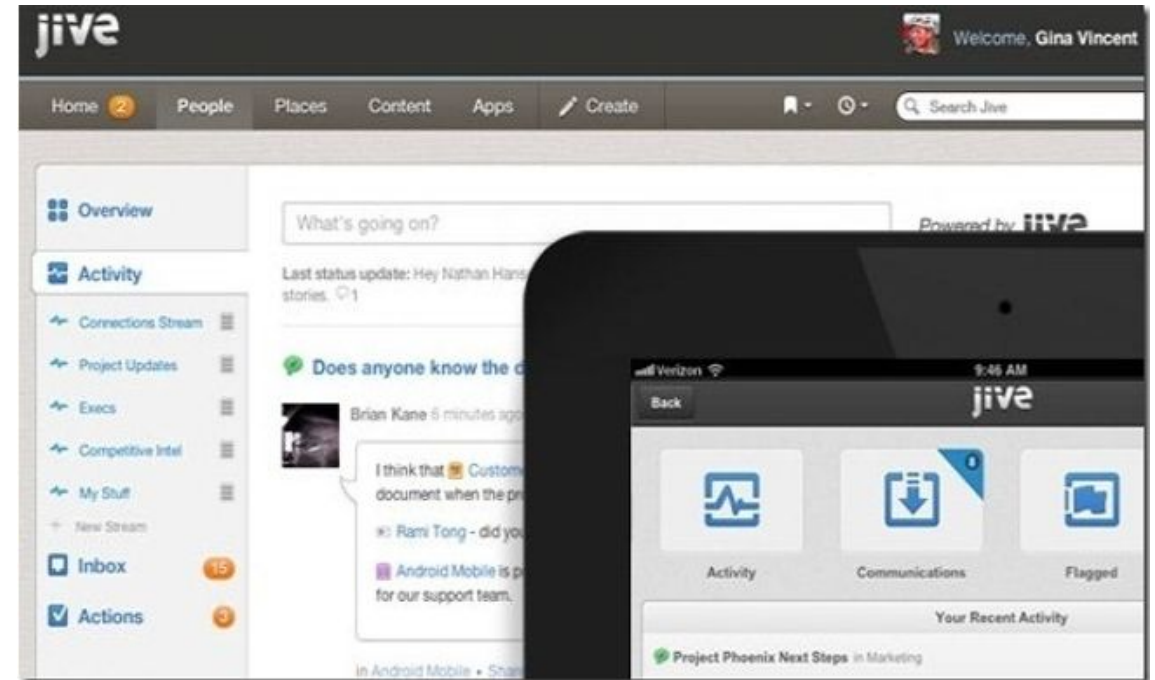
Blank Canvas is another collaboration tool that works great for customer journey mapping. This tool is great because it doesn't force you to create lists and/or hierarchies. Users can visualise the information the way they want as well as create as many versions of maps as they need. This tool also enables the user to collaborate in real-time and can be used for small and large groups alike.



Design Collection

Collaboration Tools

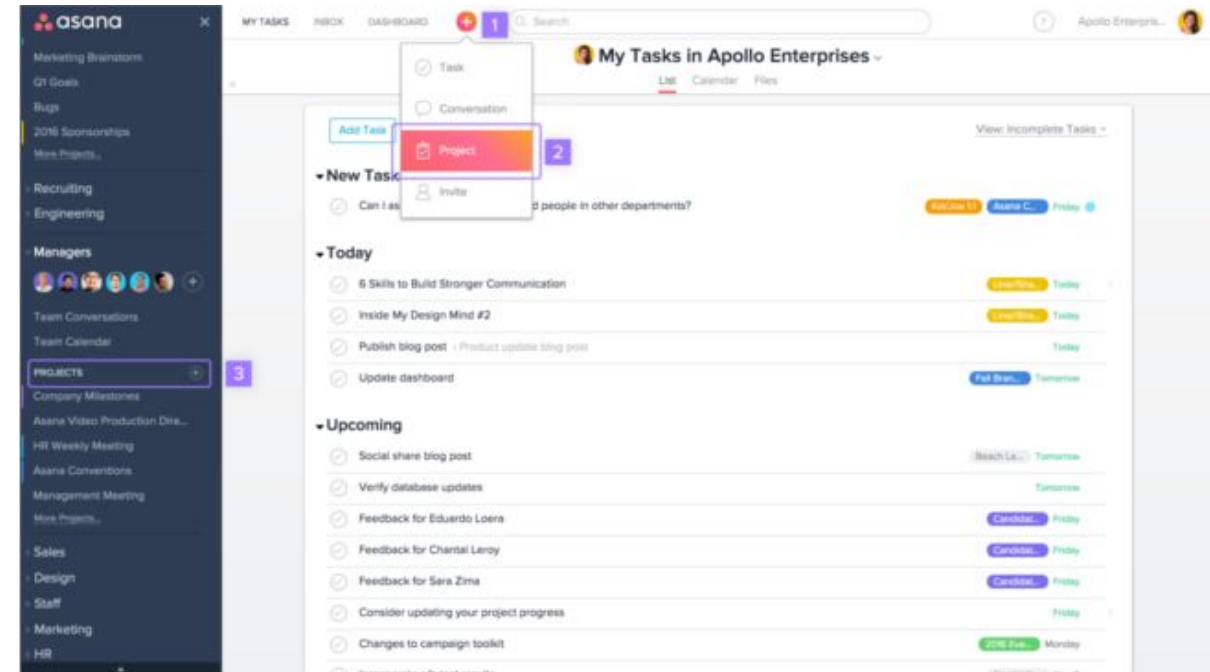
Jive is a leading collaboration tool that connects team members, upper management personnel, and other relevant parties in the corporate environment.



Design Collection

Collaboration Tools

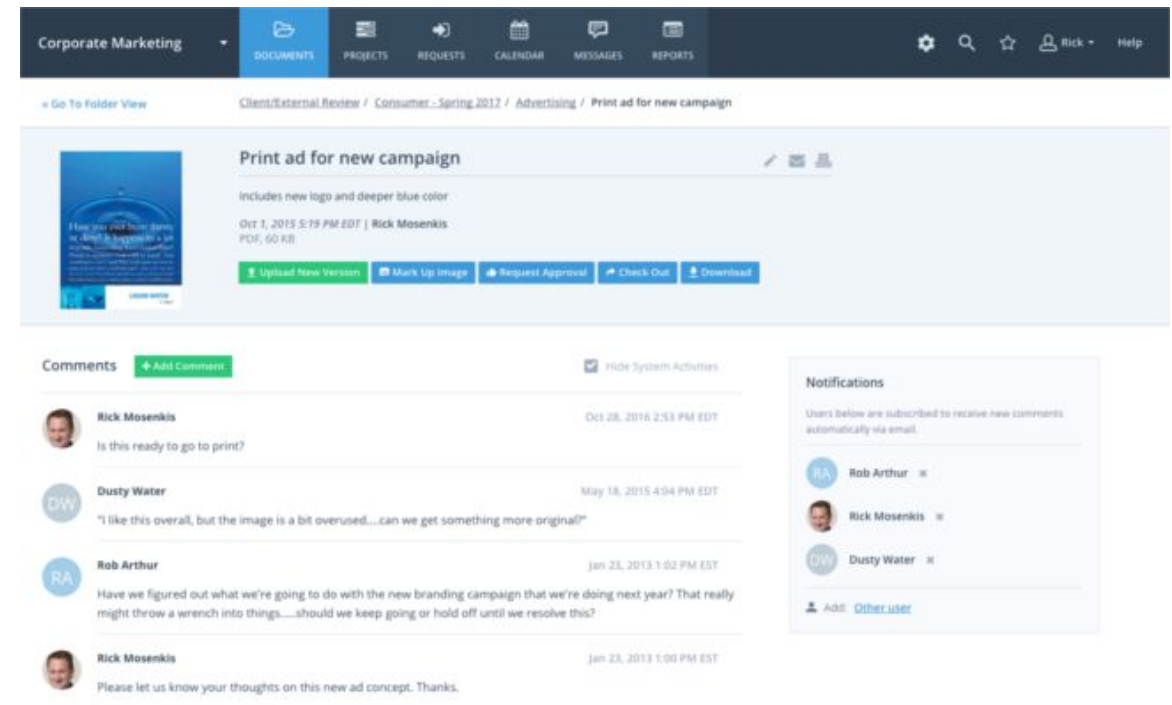
Asana is a project and task management app that facilitates team communication and collaboration. Users can also use this tool to create customer journey maps and enable teams to track them collaboratively from beginning to end.



Design Collection

Collaboration Tools

Workzone is an easy-to-use, cloud-hosted project management and document collaboration app that is great for customer journey mapping.



Design Collection

Mapping Tools

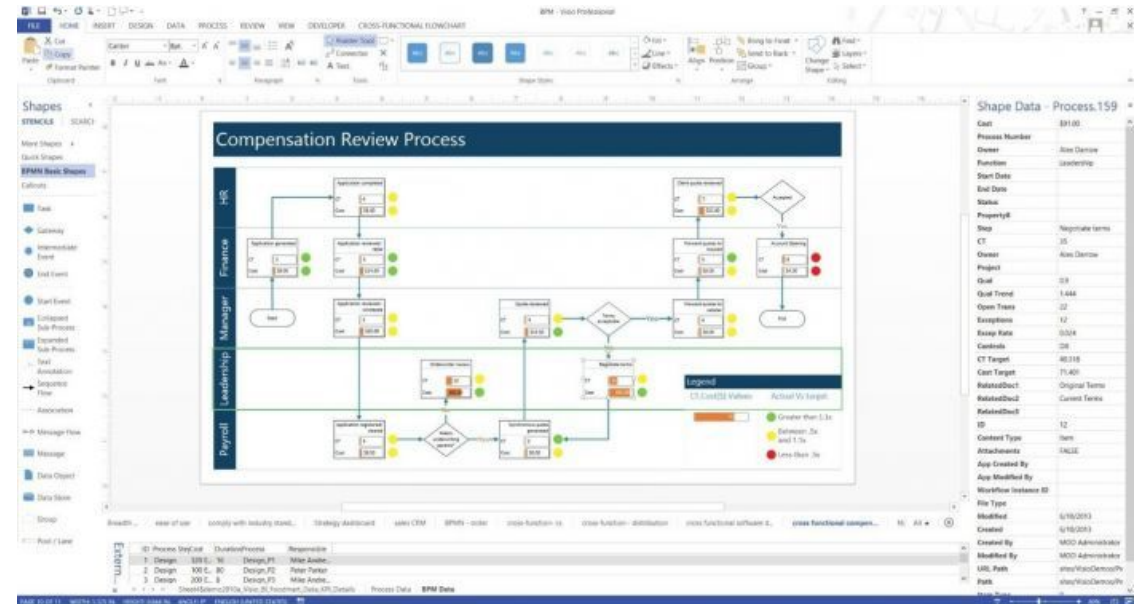


Design Collection

Mapping Tools

Microsoft Visio

Microsoft Visio is software used for creating a variety of diagrams and flowcharts. With this visualisation tool, users can create simple or more complex customer data diagrams.

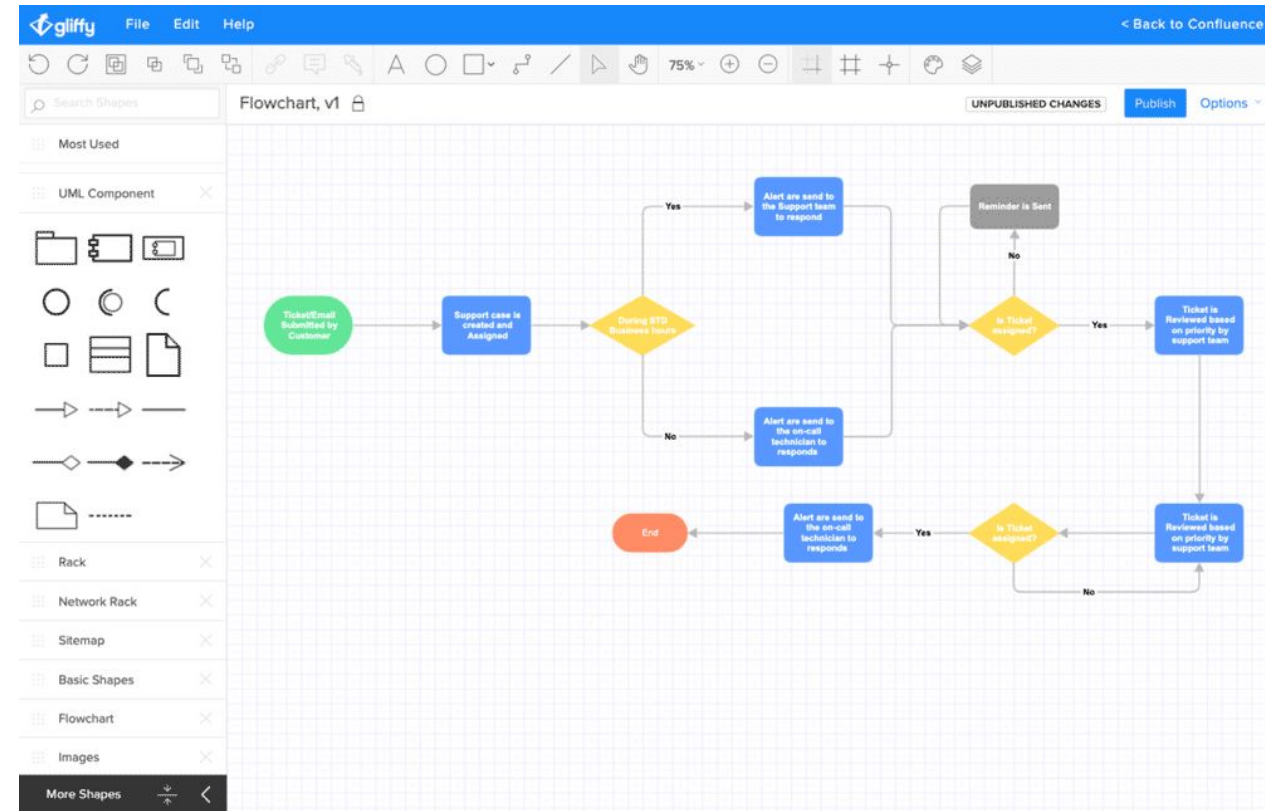


Design Collection

Mapping Tools

Gliffy

Gliffy is a web-based editor use to create and edit diagrams. Though Gliffy is a bit too lightweight for highly technical diagrams, especially those that require collaboration to draft, it offers plenty of simple features such as Venn diagrams and organisational charts.

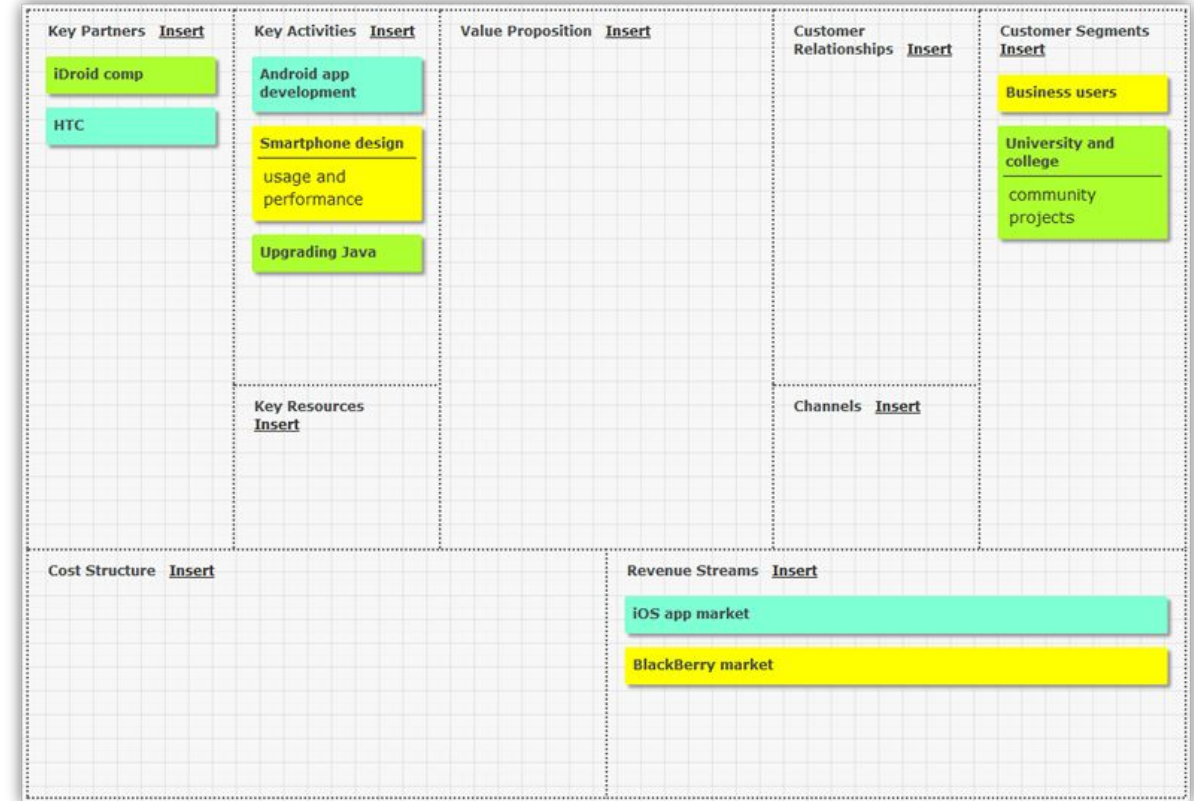


Design Collection

Mapping Tools

Canvanizer

Canvanizer is a mapping software that can be used for many different areas of your business including the customer journey. You can develop, brainstorm and structure ideas and concepts with your team on a canvas.



Design Collection

Mapping Tools

OmniGraffle

OmniGraffle is a diagramming tool that can be used for everything from wireframe design to interior design. With this tool, users can create precise and neat customer journey maps that can then be shared with colleagues.

