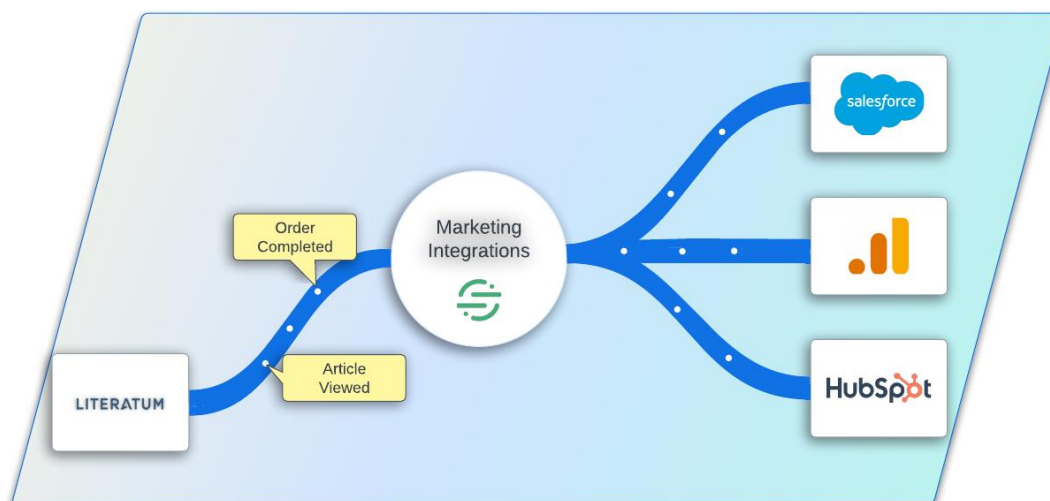


ATYPON'S MARKETING INTEGRATIONS

Fuel your Marketing Capabilities with Data-Powered Insights
Use these Q&As to learn more

Q. What is Marketing Integrations?

A. Marketing integrations is a new service that connects the Atypon Experience Platform with customers' chosen marketing applications, allowing quick access to user profiles in their marketing tools within minutes of the user registration on Atypon Experience Platform. This integration is facilitated through Twilio's Segment, acting as a middleware, enabling support for a wide array of third-party marketing tools.



Q. Who can use Marketing Integrations?

A. Any Atypon Experience Platform customer can use Marketing Integrations. Support for Research Exchange Submission and other Wiley Partner Solutions platforms will be added in the future.

Q. How can Marketing Integrations help me?

A. By bringing all data about your known users and their behavior together in your marketing tools you can easily and effectively perform and automate marketing activities.

Q. What applications are supported by Marketing Integrations?

A. Over 300 applications are supported through Twilio's Segment including Salesforce, HubSpot, Klavvio, Selligent Cloud, Marketo, Google Big Query, MailChimp, Snowflake, and more. See the full list [here](#).

Q. What is the pricing for Marketing Integrations?

A. There is an annual fee that varies depending on the range of monthly active users. Fee structure starts at \$2500 for up to 2000 monthly active users (excluding profile enrichment) Contact your Account Manager for your pricing.

Q. Does Marketing Integrations include the enrichment of user profiles with their areas of interest?

A. The enrichment of user profiles with areas of interest, automatically, based on their interactions on the platforms is available as an add-on to the Marketing Integrations service. When enabled, it makes the user interests available in the marketing tools alongside other user profile attributes for more effective marketing automation.

Q. What are the options to integrate the Atypon Experience Platform with applications that are not currently supported by Twilio's Segment?

A. Custom integrations can be built utilizing professional services from Twilio's Segment, or directly on Atypon Experience Platform. Please contact your account manager to discuss your integration requirements.

Q. What is the process to implement/enable an integration through the Marketing Integrations service?

A. For applications that are included in the list of destinations from Segment, the process includes:

- Specify events, and event attributes that need to be mapped to data on the target marketing platform
- Atypon will set-up the integration and data mapping on Twilio's Segment platform
- Test the integration on a staging environment and plan a release to production

This process can take from one to two weeks, possibly longer, depending on the availability and engagement of experts from both Atypon and the customer side.

Q. How can I learn more about Marketing Integrations?

A. Contact your Account Manager to discuss how Marketing Integrations can meet your needs

- Get more information
- Request a demo
- Ask about pricing