Adestra + blueconic

Combine the power of data-driven business processes from BlueConic with the enterprise email and dynamic lifecycle marketing of Adestra.

A partnership to deliver results

The technical integration between Adestra and BlueConic streamlines personalised marketing, combining advanced email automation with dynamic customer data insights, enhancing engagement and driving highly-targeted, data-driven email campaigns.

Key benefits

The partnership provides enterprise marketers the tools to make a difference:

- Unified customer data and segmentation.

- Utilise rich data to deliver highly-personalised dynamic emails through Adestra.

- Trigger customer journeys in Adestra, powered by data imports from BlueConic profiles.

- Export email metrics back to BlueConic profiles for greater intelligence in future segmentation.

- Stay compliant with data compliance and privacy across both Adestra and BlueConic.

How it works

Adestra customers require an active BlueConic account to utilise this integration.

- The integration supports scheduled batch imports between Adestra and BlueConic.

- Export Adestra email campaign metrics to enrich BlueConic profiles.

- Import data from BlueConic to populate lists and trigger automation journeys.

- Link Adestra Core Tables and BlueConic profiles and map the fields required.

Better together

BlueConic

- BlueConic puts unified first-party data into the hands of business teams that want to transform the customer relationship and unleash growth.

- BlueConic provides a unified view of the customer – paired with the capabilities to activate that data.

Adestra

- Dynamic lifecycle marketing and email experiences to drive conversions and engage your email audience with personalised content and automated workflows.

- Trusted by global marketing experts and consumer revenue teams, powered by AI, to deliver the right content at the right time to the right audience.

Ready to get started?

Speak to one of our experts or your Customer Success Manager to understand how you can utilise the integrated partnership between Adestra and BlueConic.

Talk to Us