AWS re:Invent

EUC230-P

Build immersive experiences with Amazon Pinpoint Journeys

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Agenda



Amazon Pinpoint



Amazon Pinpoint Journeys



Audience Participation Demo

What is **Amazon Pinpoint?**

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What is **Amazon Pinpoint?**

Managed service for personalized user engagement across channels, driven off analytics, which is

Built for Marketers, Powerful Enough for Developers

Five major pillars to Amazon Pinpoint



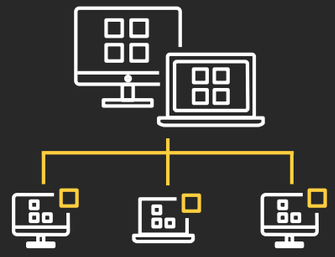
User management



Audience management



Targeting & Journey tools



Channels



Campaign & Journey insights

Five major pillars to Amazon Pinpoint



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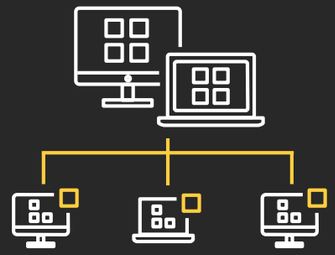
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Introducing **Amazon Pinpoint Journeys**

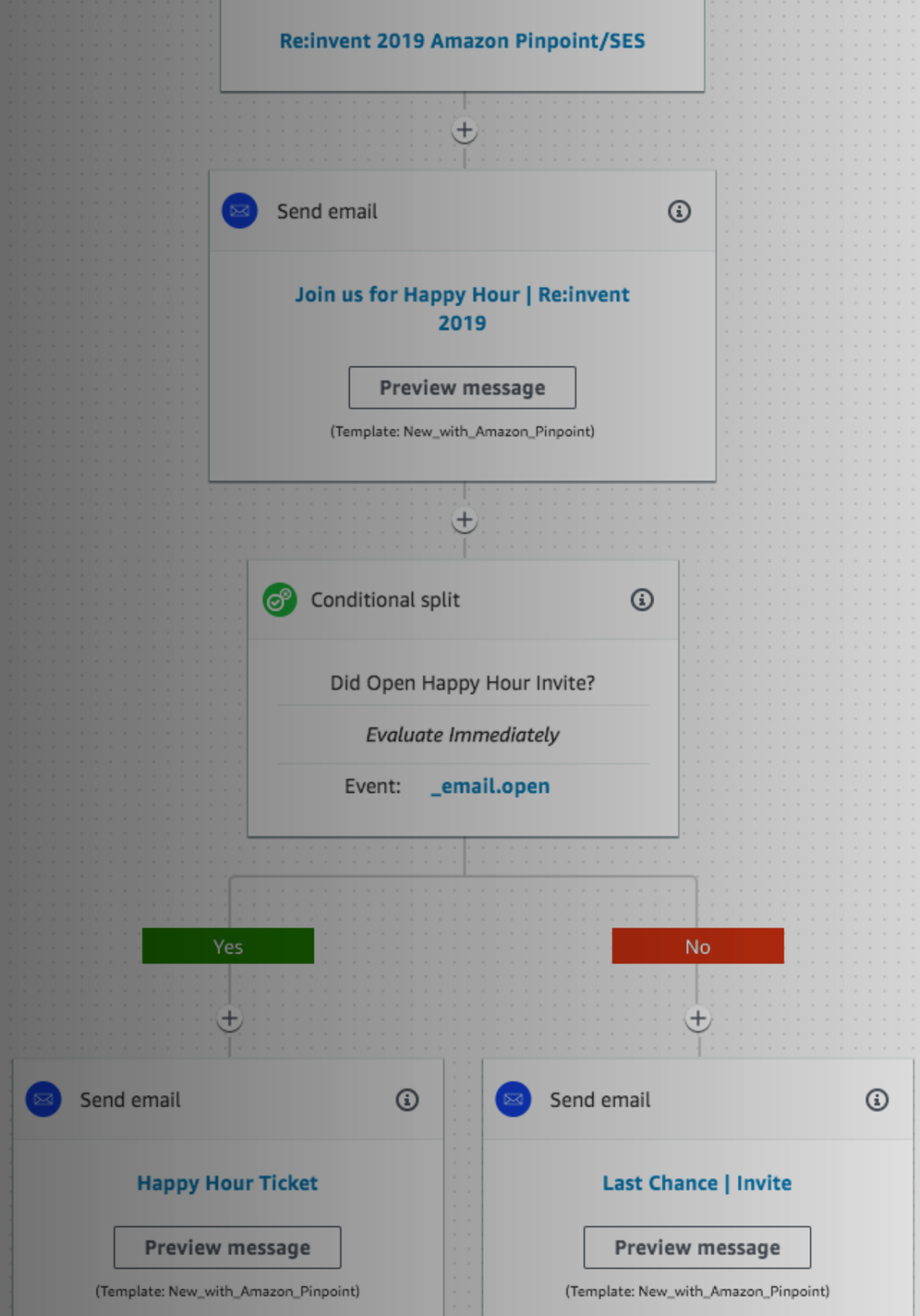
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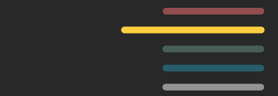
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In the future, you will only write business logic



With features to help personalize



Amazon Pinpoint Journeys

Real-time engagement based on events, user behavior, and metrics

With features to help personalize

Amazon Pinpoint Journeys

Real-time engagement based on events, user behavior, and metrics

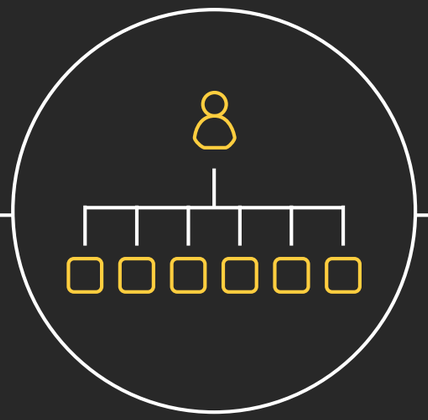


Drag-and-drop
activities to build
personalized journeys

With features to help personalize

Amazon Pinpoint Journeys

Real-time engagement based on events, user behavior, and metrics



User action puts customers on unique paths

With features to help personalize

Amazon Pinpoint Journeys

Real-time engagement based on events, user behavior, and metrics



Set-up evergreen journeys to automate engagement

With features to help personalize

Amazon Pinpoint Journeys

Real-time engagement based on events, user behavior, and metrics

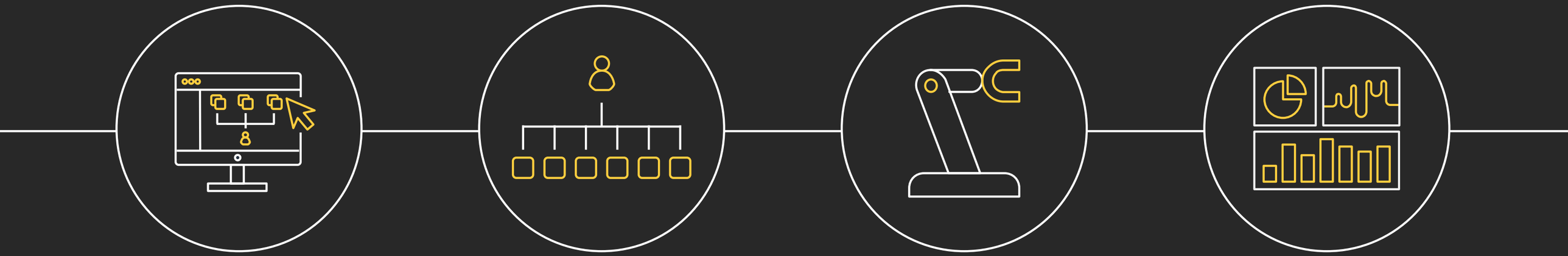


Stream-able, activity-level, and aggregate analytics provide the data you need

With features to help personalize

Amazon Pinpoint Journeys

Real-time engagement based on events, user behavior, and metrics



Drag-and-drop activities to build personalized journeys

User action puts customers on unique paths

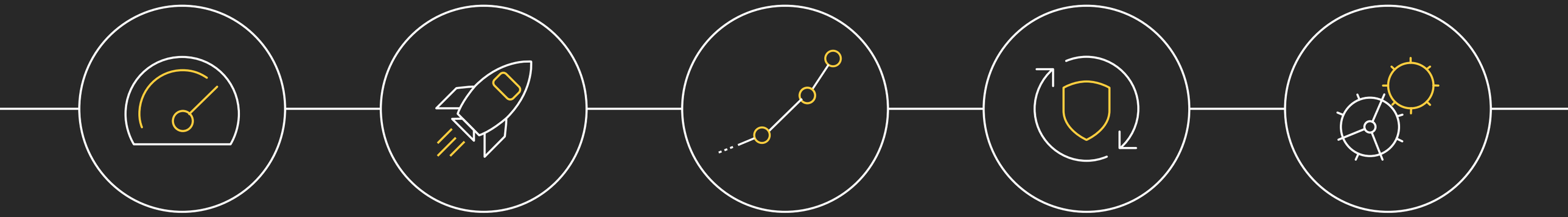
Set-up evergreen journeys to automate engagement

Stream-able, activity-level, and aggregate analytics provide the data you need

How did we build Amazon **Pinpoint Journeys**?

Focused on Flexibility, Focus, and Transparency

Flexibility, Focus, and Transparency



High performance

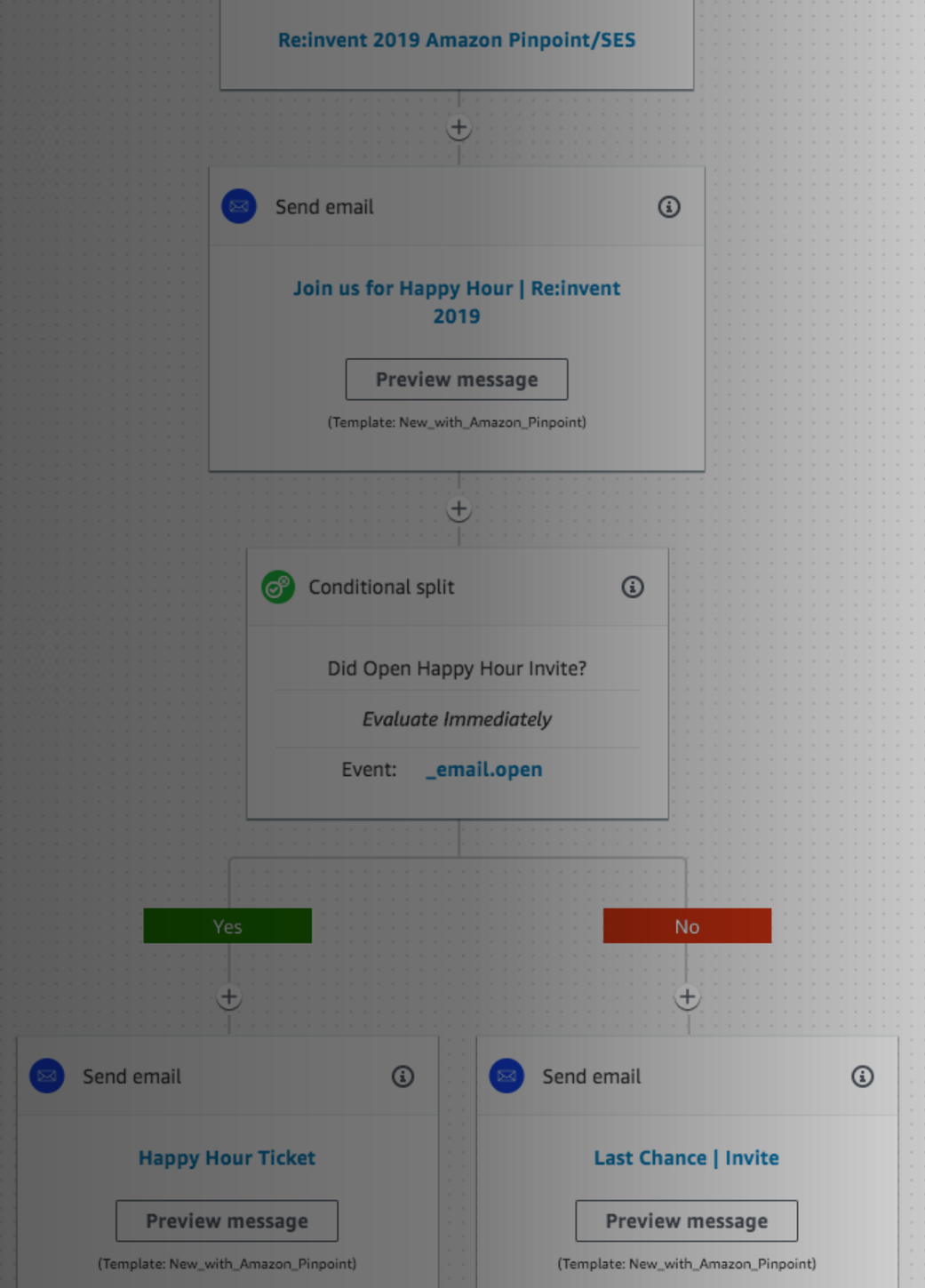
High deliverability

Scalable

Reliable

Configurable

Let’s build an Amazon Pinpoint Journey



Join the Journey at:

http://pinpointjourneys.com



Thank you!

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