

# MARKETING CLOUD

## PRODUCTIVITY SUITE

### Supercharge your Marketing Cloud platform.

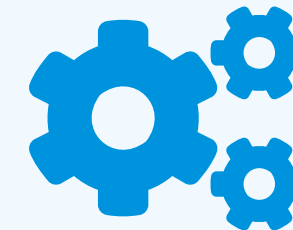
The Idea Science Productivity Suite is designed to improve efficiency for marketing teams. The Journey Effectiveness add-on provides enhanced logging of participant behaviour in journeys to allow marketers to iterate and optimise their journeys. The Content Generator saves content builders significant time and effort when building email content.

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EFFECTIVENESS



**CONTENT**  
GENERATOR





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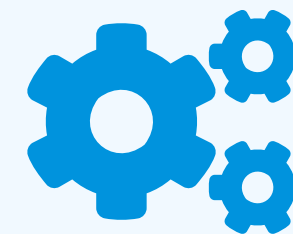
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