

THE CAMPAIGN COMMAND CENTER

From original source to final deployment.

Arc Relay connects the systems your team already uses and turns planning, creation, approval, launch, and optimization into one operational source of truth.

1

Operational source of truth

12+

Current workflow tools
integrated seamlessly

FLEX

Workflows tailored to your
operation

ONE CONNECTED OPERATION

01

Source + Intake

CRM, database, forms, briefs

02

Build + Segment

Content, audiences, channel logic

03

QA + Approve

Brand, compliance, stakeholder signoff

04

Launch + Deliver

Bulk, sales, event, nurture, SMS

05

Measure + Clean

Engagement, delivery health, hygiene

06

Sync + Reuse

CRM status, audiences, future campaigns

CONNECT YOUR SYSTEMS

CRM + CLIENT RECORDS

Salesforce, HubSpot, Microsoft Dynamics, Zoho,
Bullhorn, NetSuite / SAP

AUTOMATION + OUTREACH

Marketo, Eloqua, Braze, Customer.io, Act-On,
Outreach, Salesloft, Apollo.io

DATA, QA + DELIVERY

ZoomInfo, Impressionwise, Email on Acid, FTP /
FileZilla, Dropbox, Outlook, AI tools

BUILT AROUND YOUR TEAM

Discover > Configure > Validate > Launch

IMPLEMENTATION + MIGRATION + DESIGNATED SUPPORT

Explore the client pitch
arcrelay.io/client-pitch/