

# Intense Technologies launches Marketing Automation and Campaign Management Suite to Empower Marketers

*Intense Technologies launches a New Digital Customer Engagement Platform complete with Marketing Automation and Campaign Management Suite to Empower Marketers*

HYDERABAD, TELANGANA, INDIA,  
March 14, 2023 /EINPresswire.com/ --  
March 14, 2023 - Hyderabad

Intense Technologies Limited, a global enterprise software products and services company, announced the launch of its new product, UniServe™ Reach designed to help enterprises

simplify [marketing campaign management](#) and bring their sales and marketing teams onto one platform. UniServe™ Reach is a [Digital customer Engagement platform](#) that provides businesses with the ability to create, execute, and manage complex marketing campaigns across multiple channels at a scale. With its intuitive interface and advanced features, the Digital Customer

“

With our product, we help discover who the customers are, what they need, and how to best respond to that, all while building out customized experiences that are right for your audience.”

*Anil Vengayil, COO, Intense Technologies*

Engagement platform aims to empower marketers by helping them to optimize their campaigns and tap effectively into data.

“As businesses continue to shift to digital-first interactions with customers, automated solutions stand as key to optimizing customer engagement and CX. Our new growth-focused automated marketing automation tool enables our customers to re-think their business approaches and get creative with building meaningful client relationships. We are excited to introduce the new product and help enterprises to take their businesses to

the next level with minimum effort and maximum impact,” said Mr. C.K. Shastri, Founder &



The digital customer engagement platform helps businesses in winning and retaining customers for life.

Managing Director, of Intense Technologies.

The Digital Customer Engagement Platform brings a host of capabilities and features and helps enterprises

- Engage with customers across the entire lifecycle
- Enable customers to time email campaigns
- Tap into data to track campaigns and monitor engagement
- Target the right people with the right messages and strategically increase deliverability rates.

“By building a better customer journey and engaging them along the way, a business’s brand can create a more direct, personalized path to conversion. With our product, we help discover who the customers are, what they need, and how to best respond to that, all while building out customized experiences and sending messages that are right for your audience at any point in their lives,” said Mr. Anil Vengayil, COO, Intense Technologies.

From creating marketing emails and distributing them to having a real-time 360-degree view of all their data in one place, UniServe™ Reach helps customers meet business goals and objectives across teams all on the same platform.

Intense Technologies has a proven track record of providing high-quality digital solutions to businesses of all sizes. With the launch of UniServe™ Reach, they continue to demonstrate their commitment to innovation and customer satisfaction.

For more information about marketing automation software, please visit us [here](#).

#### About Intense Technologies

Intense Technologies Limited is a global enterprise software products company, headquartered in India with a strong and emerging presence in USA, LATAM, EMEA, and APAC. Our enterprise software products are used globally by Fortune 500s for the digital transformation of customer-centric business processes resulting in improved revenues, greater customer centricity, and reduced operational expenses. We serve customers across 4 continents. Today, we process 25 billion USD worth of client revenue data and have a 500 million subscriber base across our engagements. Intense Technologies has sales offices in Singapore, UAE, USA, and UK.

Intense Technologies: BSE: 532326; ISIN: INE781A01025; Bloomberg: INTEC IN

For further information, please contact:

Bhavana S

Intense Technologies Ltd.

Phone: 040 4455 8578

Email: bhavana.s@in10stech.com

Bhavana Savarkar

Intense Technologies Limited

+91 98493 93201

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/622034282>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.