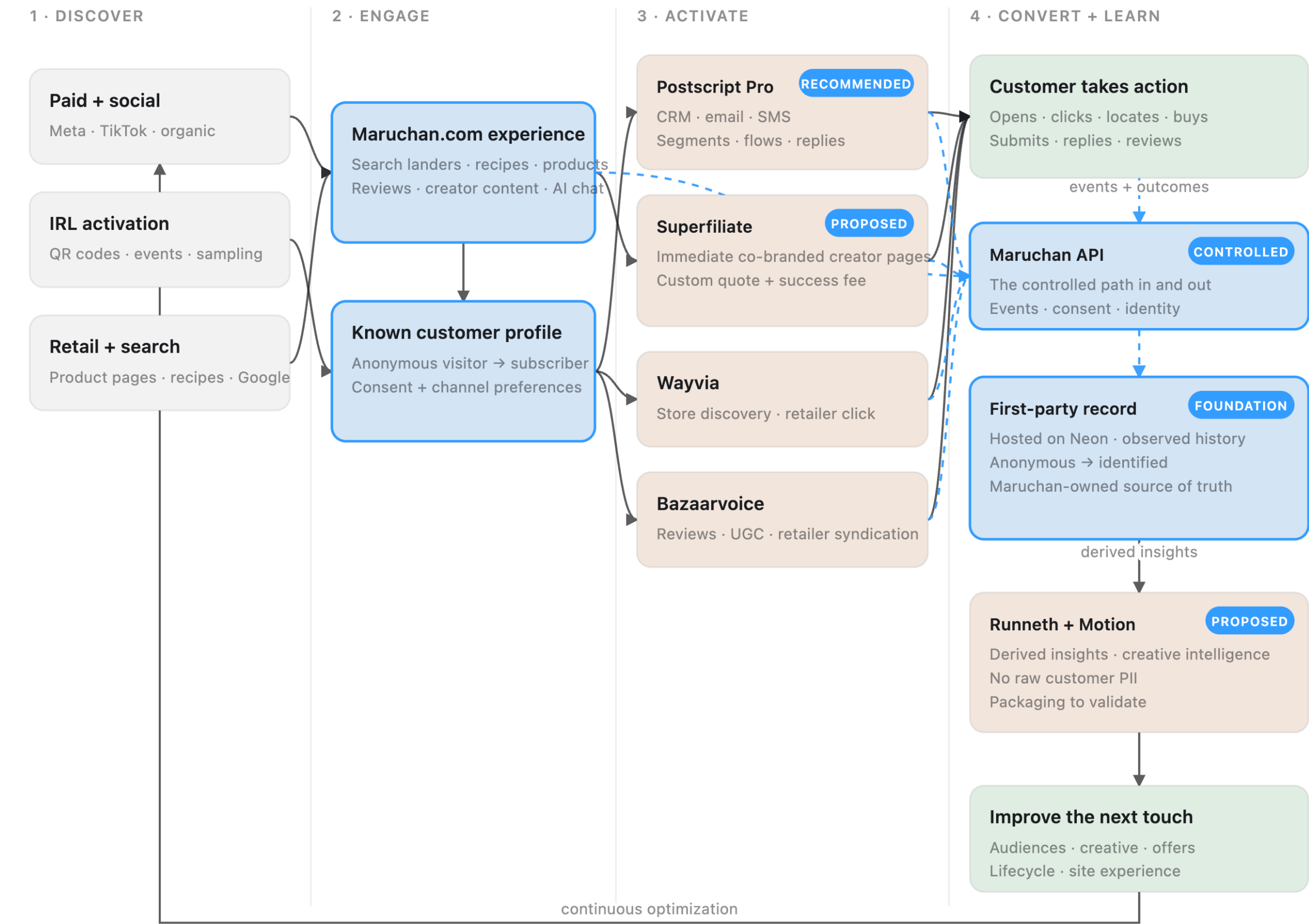


Maruchan connected marketing workflow

1 · Marketing journey



Executive view: specialist platforms activate the customer, but every owned interaction and returned outcome is unified through Maruchan's server-side API in one customer record.

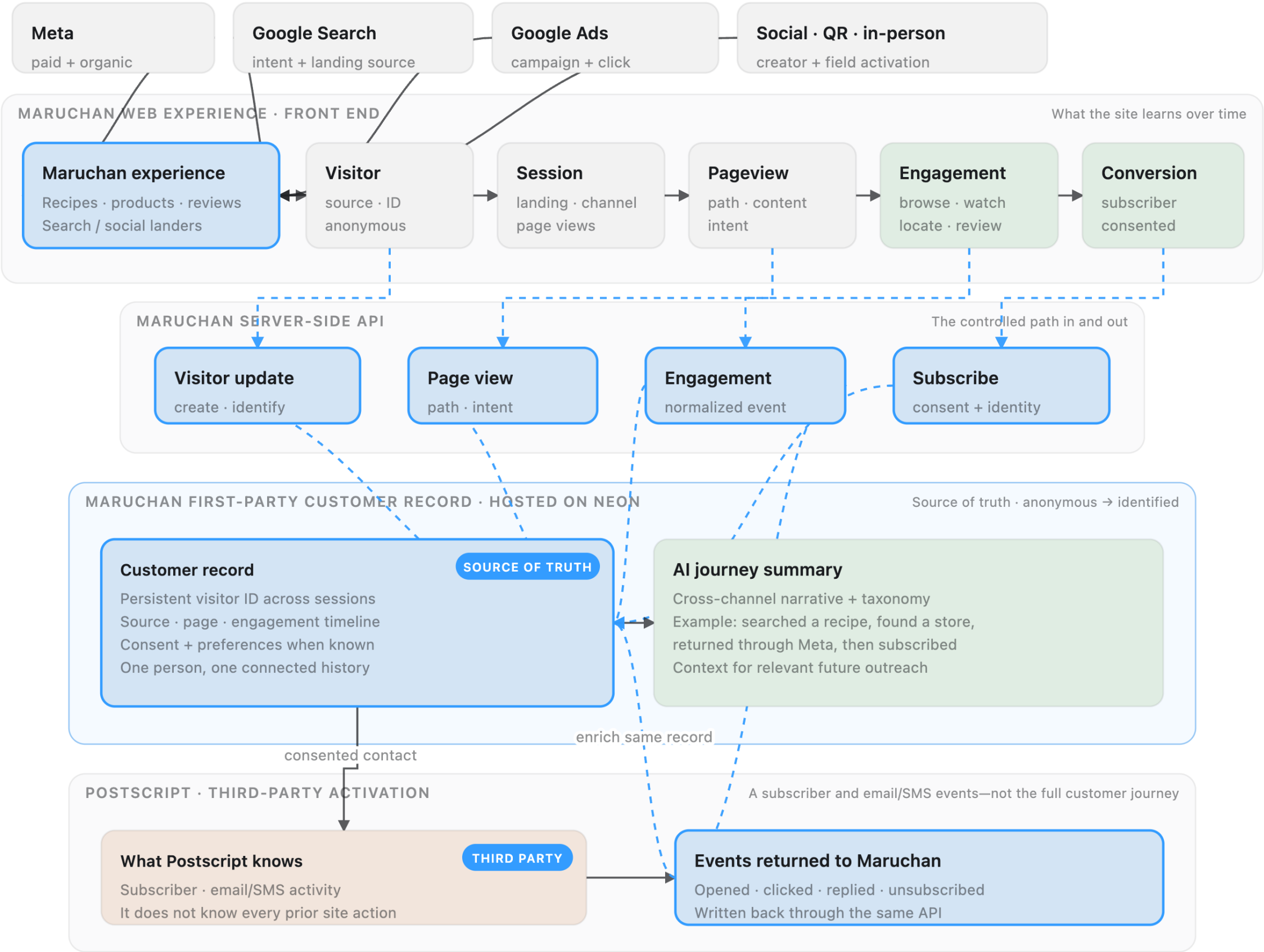
— Customer, content or activation movement - - - First-party data through Maruchan's API

Validate before lock-in: Postscript email vs. Klaviyo · Runneth/Motion packaging · Superfiliate fit + quote · Syndigo vs. Salsify · legal/PII terms · Bazaarvoice/Syndigo API scope

Public cost markers: Runneth starts at \$750/mo; Motion dependency and packaging should be confirmed · Superfiliate is quote-based: monthly subscription + performance success fee

Maruchan connected marketing workflow

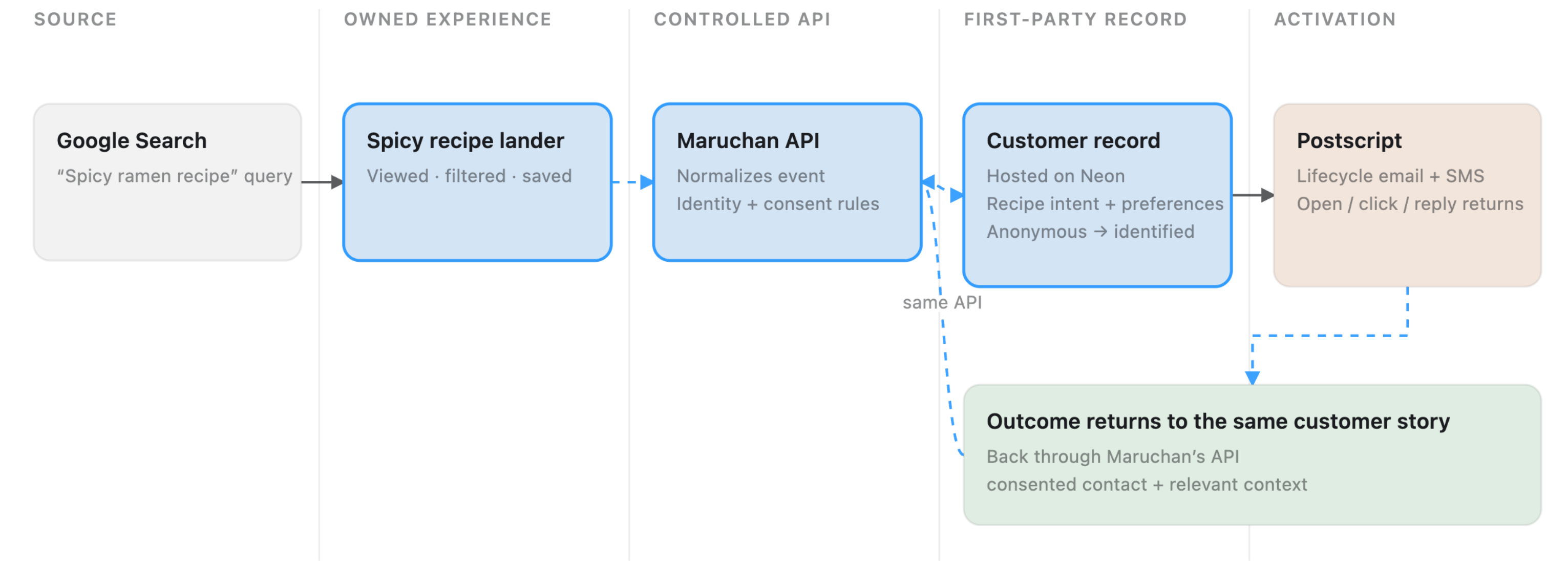
2 · First-party data foundation



Greggory's architecture, polished: the front end describes what happened; Maruchan's server-side API is the only controlled path in or out; the Neon-hosted record connects anonymous and identified behavior across sessions. Third parties never hold the full story.

Maruchan connected marketing workflow

3 · Example path: Google Search → Postscript



Path explorer: each activation platform receives only the context it needs. Outcomes return through Maruchan’s API to enrich the same owned record.

— Customer, content or activation movement - - - First-party data through Maruchan’s API