



SynOps for Marketing

VIDEO TRANSCRIPT

Where does it come from?

Growth.

Not short-term, incremental growth.

But serious, sustainable growth, that elevates everyone.

And puts you, the marketer, at the center of it all.

It's not easy.

Finding truth and clarity in a flood of data.

Orchestrating marketing campaigns, creative teams, and agencies, globally.

Delivering the right customer experiences at the right time, with every interaction.

We've seen the future of marketing.

We built it.

SynOps for Marketing is the ultimate growth platform.

A place for digital collaboration.

A fully integrated human-machine operating model.

Fluid intelligence driving real-time recommendations.

And modular to match your needs.

This is marketing done faster, more agile, more efficiently.

A turning point in how marketing gets done.

This is Accenture.

With a clear, holistic view unlike any other.

Anticipating what's coming. Helping clients evolve.

Working with you to know the customer, engage them, deliver the best experience.

With our own talent to support critical managed services.

And AI assistance for the predictive power to outperform the competition.

Accessible anywhere, at any time.

SynOps for Marketing is not an idea.

It's here, now.

High performance.

Tangible results.

For brands leading into the future.

Imagine the power of SynOps for Marketing at your fingertips.

The impact on your work, your teams, agencies, and campaigns.

With you as innovator and change agent.

Always at the center.

This is the future of marketing... available now.

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