



CLARIFYING THE CLUTTER

VIDEO TRANSCRIPT

Marketing that delivers data driven experiences

Marketing is more complex than ever.

Years of accumulated technology, new customer behaviors, and a relentless pace of change have left marketers feeling the pressure.

To do everything, be everywhere,

And use every tool, persona, channel, tactic, platform, technology and touchpoint.

Keeping up is exhausting.

So how does marketing move forward and break through instead of breakdown?

It starts with changing mindsets and methods, and replacing complexity with simplicity.

It's time to declutter marketing with Accenture and Salesforce.

Together, we help businesses:

Focus; Identifying the insights and strategies that enable them to reach customers most effectively.

Integrate tools and data across silos so businesses can determine and **discard** the touchpoints and tactics that are failing to cut through.

And **rewire** the tasks that can be automated or simplified so marketers can double down where it counts.

Marketers that have made the shift are thriving.

Delivering more engaging customer experiences,

Doing more rewarding work, And driving greater results.

With a combined breadth and depth of technology, data and business expertise,

Accenture and Salesforce can help your business to thrive.

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