



# Solutions.AI for Marketing

Accelerate value and change the customer experience with AI and data-driven marketing capabilities.

Pre-built for multiple industries including:

- Retail
- Life Sciences
- Consumer Goods
- Financial Services
- Communications and Media



“Accenture helped us drive innovations at speed and at scale so we can present Changi customers with personalized, stress-free and positively surprising experiences.”

**Steve Lee,**  
Chief Information Officer and  
Group SVP of Technology –  
Changi Airport Group

## Real client results

**40-50%**  
increase in conversions

**Up to 200%**  
increase in upsell

**Up to 14%**  
increase in marketing ROI

## Harnessing data and AI to deliver exceptional customer experiences

2020 delivered 10 years' worth of e-commerce growth in a matter of months. With consumers spending more time online and demanding more from their digital experiences, over 75% of CEOs plan to fundamentally change the way their company engages with customers. Those who reimagine marketing as a connected part of a rewarding customer experience will be able to increase CLV by delivering personalized experiences at scale. They'll also be able to keep spending low and growth high by quantifying the ROI on marketing investments and optimizing campaign performance.

## Solution features

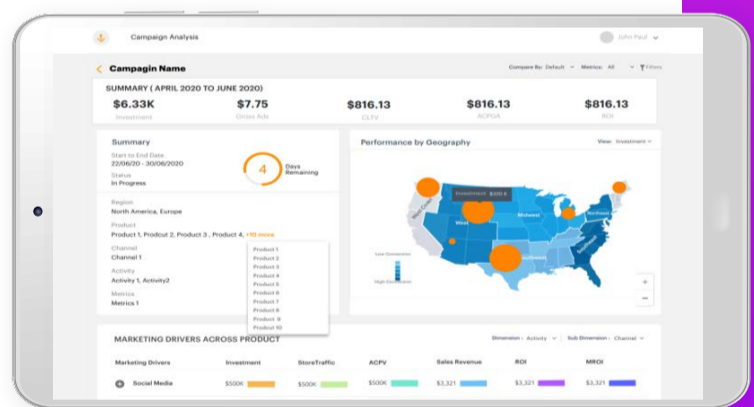
Delivering AI-powered marketing for speed, flexibility and innovation

**Consumer-360 Platform (C360):** Create a real-time, 360-degree view of the consumer and identify the highest-value opportunities and use cases.

**Personalization Engine:** Generate and scale hyper-personalized insights to deliver and self-optimize campaigns, content and offers in real time.

**Next Best Experience Platform:** Predict and offer the optimal next best action to increase cross-sell/upsell, boost revenue and improve customer satisfaction in real time.

**Attribution Platform:** Attribute the impact of every interaction leading to a sale or other desired KPI and optimize content to maximize ROI.



The Attribution Platform's marketing mix modelling (MMM) capability shows a business's marketing ROI at both a granular (i.e., by channel, geo, product) and aggregate level.

## 3 ways AI-powered marketing delivers immediate value



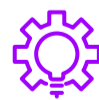
### Single view of the customer

Develop a real-time data architecture that creates signals that generate the best offers and continued customer engagement.



### Granular ROI measurement

Measure true omni-channel responses at a granular level to get a full picture of the customer experience and the channels that are generating the highest return on investment.



### Hyper-personalization

Deliver hyper-relevant customer offers and experiences by using AI-enhanced solutions that harmonize disparate data records and leverage omni-channel targeting.

Let's talk



**Paul Fernon**

Solutions.AI  
for Marketing Lead