

Achieving Brand Relevance at Scale

Accenture Digital Marketing Performance Services

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High performance. Delivered.

Relevance. Response. Performance. The digital channel brings both challenges and opportunities. How can you make the most of your digital investment—understanding customer segments, creating customized experiences, measuring results and rising above the competition? Accenture Digital Marketing Performance Services help the world's leading brands build relevance at scale to increase growth and ROI.

Becoming Relevant

Getting the right content to the right people at the right time. Relevance is the critical differentiating factor in marketing today. Relevance is what maximizes response. It requires acting on data insights, customizing messages by consumer segments, and making adjustments—all in real time—and across every digital channel from email and social networks to websites and online advertising. Yet achieving relevance in today's digital environment is challenging—from analyzing and acting on endless consumer data to satisfying consumer expectations for customization and immediacy and achieving competitive differentiation.

Achieving Scale

So how can your digital marketing rise above the noise? Achieving brand relevance at scale is essential to drive sales, growth and sustained ROI. Scale is critical for organizations to work effectively and efficiently at the speed of business. It requires a strong technology and process foundation, the ability to leverage consumer

analytics in real-time, and the agility to deliver customized, relevant messages to multiple consumer groups and across multiple digital channels at one time. Because your competition is only one click away.

Bringing it all Together

Accenture Interactive can help you transform the challenges of marketing in the digital age into opportunities for high performance through relevance at scale. Accenture Digital Marketing Performance Services fuse consumer analytics, technology platforms and world-class marketing talent at massive scale and speed to enable insight-based experiences that can help you to:

- Maximize customer relevance and response.
- Drive sales growth and improve profitability.
- Lower costs and streamline processes and resource use.
- Develop digital transformation strategies for strong multichannel experiences.
- Build and sustain brand trust and reputation among customers and prospects.
- Seamlessly manage content and processes across channels.
- Conduct thorough and continuous optimization across digital properties.
- Eliminate channel silos for more consistent and connected customer experiences.
- Target the best campaigns to the best customers for the best outcomes.

• Consulting • Technology • Outsourcing

How Accenture Interactive drives performance at every stage of the digital marketing life-cycle



Driving Marketing Performance

Accenture's Digital Marketing Performance Services reflect our unique ability to drive marketing performance at scale. Drawing on Accenture's heritage of marketing excellence, the insights of our world-class marketing talent and a track record of success with clients across industries, we have developed a blueprint to help companies achieve relevance at scale. We understand that every organization is at a different level of digital marketing maturity. So we work with you to assess your current digital marketing environment and understand your specific needs—whether the focus is on efficiency through industrialization or on effectiveness through innovation and analytics, or somewhere in between.

Regardless, we help you understand the big picture and the fine detail to enable campaigns targeted to the best customers. We drive high performance marketing by blending our core technology expertise and global scale with contemporary marketing services and solutions, including the following:

- Marketing Performance Strategy
- Media Planning and Performance
- Experience Management and Optimization
- Consumer Data Management and Analytics
- Marketing Technology & Operations
- Digital Innovation.

In today's environment, remaining relevant to your best customers means everything—and it is essential to maximizing digital marketing performance.

For more information

To learn more about driving marketing performance at scale, please contact Nandini Nayak at nandini.p.nayak@accenture.com or +1 (415) 537-5737.

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