Accenture Interactive
Driving Superior Marketing Performance
Through Relevance at Scale
THE EVOLUTION OF THE CMO AGENDA

For years, CMOs were measured on and cared primarily about the brand....

Over time, consumerism drove the importance of the consumer and their needs to CMOs and their organizations.

Most recently, analytics has enabled and now requires CMOs to measure their performance and increase their impact across nine key areas, from awareness through to marketing effectiveness.

HOW HAS THE DIGITAL WORLD IMPACTED THE CMO’S AGENDA?

CMOs maximize performance by integrating the brand, consumer and business goals, at speed, enabled by the right combination of data and analytics, process and operating model, technology and talent.
We aim to help CMOs drive superior marketing performance through relevance at scale. We believe success lies within:

- A unified marketing strategy
- A singular 360° view of the consumer with a consistent consumer experience
- A supporting organization, with the right systems and processes to enable relevant experiences that infer consumer context and intent, dynamically rendering a relevant experience in 500 milliseconds, cumulative across channels
- Continual evaluation and renewal through analytics and innovation
Accenture Interactive launched in September 2009 to provide solutions that integrate consulting, technology and analytics to enhance marketing performance.

The group has grown exponentially over the years, drawing talent from the likes of Yahoo, Digitas, Sapient, WPP, Interpublic—and experienced brand managers from Kellogg, Nestle and other large consumer brands.

We have talent in every mature and most emerging markets in the world. Accenture Interactive’s history began in 2001, with the advent of the Accenture Marketing Sciences practice. That group, which focused primarily on marketing analytics and marketing transformation, grew over the years through digital acquisition. Today Accenture Interactive is uniquely poised at the intersection of marketing, data and technology.

Case Study
Procter & Gamble Co. (P&G) has one of the world’s strongest portfolios of consumer products. P&G charged Accenture to manage its interactive marketing production, whereby Accenture launches and manages all digital marketing campaigns and activities for P&G’s brands around the world.

The interactive production management service has been well received by P&G’s brand teams and has consistently exceeded service level agreement requirements. Over the three-year contract period, P&G expects to significantly reduce costs associated with interactive production management. Equally important, the solution is allowing P&G to establish a high-quality, globally consistent digital marketing capability that can grow and adapt to support additional brand teams over time, transforming the way business is done.
WHAT WE DO

- Provide companies with a better understanding of who their customers are and how to connect with them as efficiently and effectively as possible across multiple markets and channels.
- Help clients increase marketing ROI in a complex world of digital and open data:
  - We build, deploy, maintain and increase the effectiveness of online channels including websites, social media, paid search and digital advertising.
  - We collect data from multiple, complex sources, then apply sophisticated analytical tools, customized to provide insights into customer behavior that will guide marketing spend and increase sales and profits.
  - We monitor volume, conversion and value per conversion.
- Enable e-commerce and multichannel initiatives, including web development, user experience and user interface.
- Help organizations evaluate the effectiveness of their websites and improve the performance and compliance of their online presence.
- Provide digital content management capabilities, helping clients create and manage content.
- Help clients analyze and reallocate their marketing/media spend and increase the potential of their digital and offline media placements.
- Offer media auditing, strategy and planning, pitch management, contract consulting and invoice checking to help give advertisers peace of mind.
- Team with creative agencies to increase the potential of their work across all marketing channels, customer segments and markets.

Case Study
Marketing Analytics and Media Management at a Major Retailer

You’re part of the media strategy group for a large retailer. You’re tasked with optimizing media investment spend across the entire marketing portfolio. You’re wondering if you’re getting the most out of your hundreds of millions of dollars in annual media spend—perhaps you need some more ‘science’ to accompany the art that your current buyers are relying on to make decisions. You know it’s complicated...you want someone who does more than just talk about ROI—you want someone who can identify it, capture value and translate it across the company. You have looked at more than 50 vendors who claim to improve ROI—but you landed on Accenture. Why? You know there’s got to be millions in savings in TV and newspaper...you know that media mix optimization can be tremendously valuable, but you want to be able to not only know “what ROI am I getting from my overall TV investment” but more specifically “what did we get back during the holiday campaign...or the baby campaign? What media was most effective—direct mail? Mobile?” Accenture and its Marketing Analytics capabilities proved to be invaluable for this particular retailer (and other organizations who have large media spends), thanks to the science combined with massive insight—all with close client collaboration. According to the retailer: “Working with Accenture has been fantastic. They have exceeded expectations not only on impressive ROI results, but also with the insightfulness of their solutions. Accenture’s approach to thinking through how to capture value demonstrates a commitment to leadership that differentiates them from the competition. Working together, our results have earned broad executive buy-in and hold exciting opportunities for our organization.”
THE SCOPE AND SCALE OF ACCENTURE INTERACTIVE

• Accenture Interactive is currently working with the world's largest brands to scientifically guide and measure the efficacy of over $12 billion in annual media & marketing spend, often optimizing over $1 billion for individual clients.

• Accenture Interactive works with 400+ unique clients in all the major industries, including consumer goods, consumer electronics, retail, pharmaceutical, telecoms and financial services.

• Accenture Interactive works with 27 of the Fortune 50, and 43 of the Fortune 100.

• Accenture Interactive works with the three largest retailers in the world.

• Accenture Interactive holds five patents and has filed another 34 applications.

• We have a global presence in markets accounting for 90 percent of global media spending worldwide.

INDUSTRY FOCUS

More than 1,000 professionals are aligned to Accenture Interactive, providing functional, industry and technical digital marketing, analytics and technology services across industries.

• Automotive
• Banking
• Communications, Media and High Tech
• Consumer Goods
• Health
• Insurance
• Life Sciences
• Retail

Case Study

Accenture helped a leading US pharmacy retailer build an innovative customer analytics capability that provides business users and suppliers with detailed customer insights.

This solution increased the effectiveness of the retailer's loyalty marketing programs and enabled it to continually improve the service it provides for its customers. The Accenture Customer Insight analytics solution offers a uniquely accessible view of item-, store-, and customer-level data to create profitable marketing promotions and campaigns. Since taking the new solution live, this pharmacy retailer is positioned to achieve high performance, increasing sales among its loyalty program cardholders, improving transparency of its marketing investments, and enhancing the organization’s ability to make decisions that will drive cardholder value and growth.

For example, the company was able to target its highest-value, longest-tenured cardholders with a direct mailing. The campaign generated a 27 percent response rate, significantly lifted sales for this segment, and achieved a return on investment of more than 100 percent.
We operate **Centers of Excellence** in Gurgaon, Delhi and Hyderabad, India, allowing for enhanced offshore delivery capabilities, dedicated asset development, product innovation and rapid deployment of global digital platforms.

Approximately 350 people work in the centers to provide Digital Consulting (Hyderabad), Marketing Analytics and Media Management (Gurgaon) delivery for Financial Services, Communications, Media and Technology, and select Products industries.

**GLOBAL DELIVERY**

**KEY CLIENTS**

- ABN AMRO
- American Express
- Sony Electronics
- Target
- Telstra
- US Department of Health and Human Services: Centers for Medicare and Medicaid Services
- 360buy.com
- Verizon

**Case Study**

**With 1.2 million daily site visits, this established European online retailer was looking for new ways to enhance its customers’ user experience and e-commerce capabilities.**

Competition for customers was rising, and providing an integrated, more relevant, online shopping experience was critical for this retailer to increase conversion rates and checkout revenue. Accenture was engaged to develop a multivariate testing and optimization program across all web properties working with in-house resources. Enabled by Accenture’s Digital Optimization services, the program enhanced all parts of the retailer’s website, including navigation, onsite search, the homepage, search results page, product detail pages and the secure checkout process.

Since the program’s inception in 2008, the online retailer has conducted more than 20 multivariate tests per year, producing up to $50 million uplift in revenue during three years. Experimentation with new search page layouts and features delivered significant increases in checkout conversion and revenue, while testing multiple variations of the product list page design resulted in modifications that also raised conversion rates.
Case Study

Employee data? Consumer data? Third-party data? With so much raw data available today, every organization must harness the most relevant data to drive real-time, insightful decision making and marketing mix optimization to make the most of the marketing investment.

Accenture has been performing marketing modeling for Sony Electronics in the United States over the last eight years to improve return on marketing investments. During the latest modeling refresh, Accenture provided a strategic framework to improve Sony's integrated campaigns with enhanced media and non-media investments. Using Accenture's Agile Marketing Analytics Platform the team identified over 14 percent increase in incremental revenue with a similar investment level for the nine product categories analyzed. The proprietary software tool also provided valuable insights during the budgeting cycle and helped the company channel marketing investment to activities delivering higher returns.

ACCENTURE INTERACTIVE SOFTWARE PLATFORM ASSETS

Accenture is delivering software and digital technology platforms that help leading global companies achieve high performance. With our strategic insights and robust set of services, we can help your company match the right digital solution to your enterprise's needs. Our end-to-end capabilities allow for an integrated suite of enabling technologies and software or software-as-a-service, including:

- Accenture Digital Diagnostics – an automated Web scanning diagnostic tool to help maintain brand consistency, usability and compliance standards.
- Accenture Digital Optimization – software solutions which run customized optimization experiences across multiple channels and business functions.
- Accenture Customer Insight – an intuitive business intelligence solution that provides new insight into customer data.
- Accenture Performance Optimizer – a software solution that provides analytics-driven retail channel optimization.
- Accenture Agile Marketing Analytics Platform – analytical software that runs diagnostics of actual performance and investment patterns.

- Accenture Web Evaluator – a website benchmarking tool that assesses web performance from the customer perspective.
- Accenture Social Media Diagnostic – a diagnostic tool that assesses social media presence, influence and effectiveness.

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- Accenture Performance Optimizer – a software solution that provides analytics-driven retail channel optimization.
- Accenture Agile Marketing Analytics Platform – analytical software that runs diagnostics of actual performance and investment patterns.
Digital Technology Offerings

Accenture Interactive has established a strong foundation of technology and delivery assets and vendor alliances—including cloud and platform-as-a-service models—to help companies develop the right systems and processes to enable relevant consumer experiences.

• **Digital Content Management.** Often the web or digital content management platform is foundational to the enterprise digital platform. It not only supports the development and deployment of digital content, but also provides important functionality to build the digital pages that integrate with both static and dynamic content types. Key platform examples include Adobe CQ, Oracle Fatware, SDL Tridion, Sitecore and Drupal.

• **E-Commerce Platforms** include the common application frameworks that enable sales of products and services via the digital channels. Businesses are demanding solutions that leverage IBM WebSphere-commerce, the Oracle–ATG and other emerging solutions such as Hybris.

• **Digital Presentation Technologies** include the core development technologies used to create unique digital solutions, such as Java and .NET as well as more specialized technologies and languages such as Flash, JavaScript and PHP.

• **Digital Analytics Platforms** support the integration of conventional web and emerging social analytics information with the digital platform. Key vendor platforms in this area include Adobe–Omniture, IBM Coremetrics, Google Analytics and many others.

• **Social and Mobile Computing Technologies** are rapidly becoming key for the customer digital experience. They demand integration of various technology platforms that underpin these multi-channel type solutions.
Making It Real

You are a client who sells men’s deodorant. You’re watching a new set of creative to fuel the next ad campaign. Everyone in the room is excited about the brilliant creative...then someone raises their hand and asks, "How can you apply this campaign across 32 countries, through multiple online and offline channels to six different audience segments, tracking campaign responses to understand ROI?"

The room goes silent. That’s where Accenture Interactive comes in: we’re bringing science to the art of marketing.

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**REPRESENTATIVE RESULTS**

Accenture Interactive drives high performance marketing by blending our core technology experience and global scale with contemporary marketing solutions. Success relies on both the ability to innovate and industrialize. We deliver significantly higher returns on marketing investments with tangible results.*

- 30-60 percent decrease in campaign cycle time
- 10-25 percent improvement in targeted conversion points and outcomes
- 5-40 percent reduction in marketing costs
- 10-65 percent increase in traffic to websites (from search and banners)
- 20-40 percent increase in conversion for lead generation and customer acquisition
- Up to 67 percent reduction in marketing acquisition costs
- Up to 100 percent increase in conversion rate for lead generation and customer acquisition

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*Results are estimations and will vary based on the nature of the client engagement.
January 2011: CAS (now Accenture CAS)
This acquisition enabled Accenture Interactive (combined with its own deep expertise and analytics capabilities) to help consumer product companies better serve retailers, and strengthen the consumer shopping experience to positively impacting sales.

November 2010: Mogenesis
Beijing-based Mogenesis provided mobile software and services and licenses. The acquisition enhanced Accenture's Embedded Software Services with rich intellectual properties, extended geographic reach and a broad customer base.

June 2010: Cadence Quest (now Accenture Customer Insight)
The Cadence Quest acquisition provided Accenture Interactive with the predictive analytics capabilities needed to identify and analyze the data that can uncover the information companies need to make better, customer focused, business decisions.

2008: Origin Digital
The acquisition of Origin Digital, a global video applications service provider, expanded Accenture's ability to help clients grow their digital media revenue by reaching new customers via mobile, broadband, IPTV and video-on-demand services.

January 2008: Maxamine (now Accenture Digital Diagnostic)
The Maxamine acquisition enabled Accenture Interactive to help clients increase the performance of their websites by identifying implementation issues that undermine overall marketing performance and compliance issues, as well as providing guidance to enhance the customer experience.

December 2007: Memetrics (now Accenture Digital Optimization)
Memetrics' proprietary testing technology analyzes thousands of variations of Web pages to determine what page format and context will deliver increased performance to each targeted customer set. This acquisition enabled Accenture Interactive to help clients deliver more targeted messaging to high-value customers on their online communications.

2007: Mediasenz (part of Media Management)
The acquisition of Mediasenz extended Accenture Interactive’s reach of leading marketers to the Asia Pacific region and other emerging markets to help them benchmark the quality and cost of their media investments in a fragmenting yet rapidly growing communication landscape.

2007: Digiplug
The acquisition of Digiplug, an industry leader in digital media distribution, added a portfolio of ready-to-market technology and business services. Along with the acquisition, Accenture introduced Accenture Digital Media Services, to help clients transform how they store, manufacture, distribute, track and exploit digital content.

2005: Media Audits (part of Media Management)
Media Audits’ offerings and deep industry experience enabled Accenture Interactive to provide clients with the full range of services necessary to help them assess their marketing programs to track not only whether an advertisement ran, but also whether it reached the target audience and whether that media buy was made at a competitive price.

2004: Milton Merl & Associates

2002: Edge Consulting
About Accenture Interactive

Accenture Interactive’s 1,500 professionals help the world’s leading brands drive superior marketing performance across the full multi-channel customer experience. Leveraging the full scale of more than 249,000 Accenture employees serving clients in more than 120 countries, Accenture Interactive offers integrated, industrialized and industry-driven marketing solutions and services across consulting, technology and outsourcing powered by analytics.

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About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 249,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$25.5 billion for the fiscal year ended Aug. 31, 2011. Its home page is www.accenture.com.

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