WE MAKE MARKETING WORK

MARKETING AUTOMATION STRATEGY

CUSTOM INTEROPERABILITY

MARKETING DATA SCIENCES

MARKETING OPERATIONS

centricconsulting.com
DELIVER EXCEPTIONAL CUSTOMER EXPERIENCES

Your customer is in control of when and where they interact with your brand, or whether they interact at all. Engage them in ways that matter to them – at the right time, with the right message, on the right device.

MARKETING AUTOMATION STRATEGY
Maximize the value of your marketing automation ecosystem

CUSTOM INTEROPERABILITY
Extend your marketing investments across systems, tools, channels and teams

MARKETING DATA SCIENCES
Make data-driven decisions through real-time insight and analysis

MARKETING OPERATIONS
Flawlessly execute cross-channel campaigns at the highest scale imaginable

MAXIMIZE THE VALUE OF YOUR MARKETING AUTOMATION ECOSYSTEM

Scale and deliver billions of personalized marketing experiences through all phases of the customer journey.

FUNCTIONAL NOVICE
Campaign Specific No/Limited Re-use
Basic Data Available Limited Integrations
Descriptive Analytics
Limited Lifecycle No Customer Journey

LEARNING PRACTITIONER
Content Curation Content Management
Key Data Available Not Real Time
Diagnostic Analytics
Full Lifecycle No Customer Journey

EXPERIENCED EXPERT
Content Factory CMS/DAM Integration
Full Data Integration Near Real Time
Predictive Analytics
Full Lifecycle Customer Journey

ENLIGHTENED MASTER
Enterprise Sourced Channel Optimized
External Data Aggregation Unified Customer View
Prescriptive Analytics
11 Customer Journeys

CENTRIC’S MARKETING AUTOMATION MATURITY MODEL
CENTRIC MAKES MARKETING WORK FOR YOU

MARKETING AUTOMATION STRATEGY
- Platform Selection
- Portfolio Strategy
- Customized Roadmap
- ROI Optimization
- Performance Measures
- Strategy to Scale

CUSTOM INTEROPERABILITY
- In-product Messaging
- Omni-channel Integration
- Real-time Data Pipelining
- Applied Machine Learning
- IoT Integration at Scale
- Cloud Deployment

MARKETING DATA SCIENCES
- Customer Analytics
- Data Hygiene
- Real-time Optimization
- Data Synchronization
- Custom Dashboards
- Real-time Reporting

MARKETING OPERATIONS
- Scalable Campaign Execution
- Full Lifecycle Mgmt.
- 1:1 Relationship Orchestration
- Process & Governance
- Digital Asset Mgmt.

WHAT CAN WE DO FOR YOU?

RETAIN/GROW YOUR CUSTOMER BASE
We helped the world’s largest software manufacturer leverage sales renewals by reducing customer response times from 2 days to 10 minutes through real-time data pipelining and synchronization.

EXECUTE CAMPAIGNS AT SCALE
Our certified Marketo and Salesforce Marketing Cloud professionals have flawlessly executed omni-channel campaigns to 100+ million customers in 18 languages and 24 countries around the globe.

INCREASE CUSTOMER ENGAGEMENT
We orchestrated billions of personalized 1:1 customer messages in-product and through email, mobile, desktop, web and call-center engagement, driving millions of product upgrades across the globe.

LEVERAGE YOUR ENTERPRISE
We customized a marketing automation platform for a Fortune 100 multi-national to take full advantage of the global company’s systems, data, teams and toolsets, and trained multiple teams on how to use it.
((CENTRIC)))

Reach out today for a free consultation:
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