



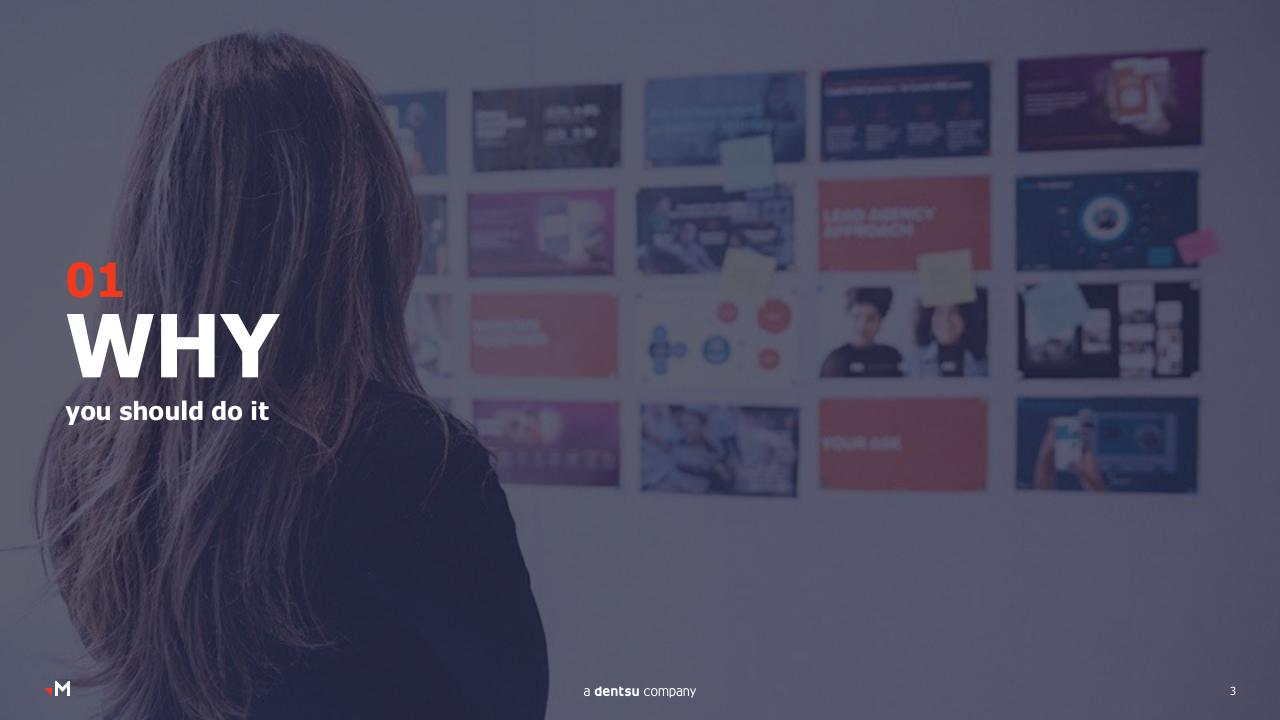
01 WHY you should do it

02 WHAT we can do for you

03 WHERE we have done it

04 HOW much effort does it take

05 WHO you should call



Today's consumers demand more from companies.

Meet me where I am and make it easy for me.

Show me that you know me, every time.

Make me a valued part of your brand.

Keep up with me! Help meet my goals.

MANY BRANDS STILL STRUGGLE WITH PERSONALIZATION...

76% Are frustrated companies they work with doesn't personalize.

work with doesn't personalize.

Of marketers are confident that their organization has a successful strategy for personalization

...AND THE OMNI-CHANNEL CHALLENGE IS GROWING

90%

Of consumers want brands to interact with them in preferred channels—SMS, social media, or chat apps.

50м

Number of consumer messages on Meta platforms that go unanswered by businesses every day.

Where companies struggle



Disconnected, dated, or redundant technology

Lack of organizational alignment

Issues with data quality, recency, or readiness

Outdated processes

Finding the right messaging mix

Driving innovation while delivering BAU

Lack of resource bandwidth

Lack of knowledge and skill set

Content scaling challenges









Provide a path to value

that prioritizes your company needs based on business impact and level of complexity



Map customer interactions

for all current and future state touchpoints across your customer journey



Enable datadriven experiences

by leveraging your Martech stack to deliver personalized and relevant customer interactions across all touchpoints



Maximize your investment

by better leveraging your marketing technology and optimizing the use of your full technology stack



DETAILS

Martech assessment

OBJECTIVE

Focus on key Martech capabilities to identify the current state maturity and determine areas for optimization and growth. Build future state vision and suggest technology centered use cases that advance maturity and align with business objectives.

The assessment will examine current Martech stack utilization and efficiency, core capability gaps and overlaps, integration and data flow, quick-win opportunities, cost optimization potential, and team enablement needs. Example technologies include Marketing Automation, CRM, CDP, Analytics, CMS, DAM, etc.

APPROACH & DELIVERABLES

- Interviews with relevant stakeholders
- High-level Martech stack review and mapping
- Use case assessment
- Prioritization framework and roadmap suggestion
- Investment guidelines
- · Quick-win recommendations

OUTCOMES

- Defined North Star vision and strategic direction for Martech maturity
- Identification of gaps and opportunities in current Martech stack, including cost optimization potential
- High-level roadmap and recommendations for Martech evolution
- Strategic business case for key Martech investments
- Prioritized quick-wins for immediate impact







We implement, manage, operate and improve the solutions on behalf of our clients as a managed service









































Through



Implementatio



Segmentatio



Mail setup/ **Automation**



Reporting

Enabled by



















Global Theme Park & Resorts Property

Uniting data and technology to deliver real adventure to

Congressions partnership across analytics, data science, and marketing technology. Customer insights, predictive analytics, cross-channel measurement, and audience management to drive a highly personalized guest experience. Developed a transformative three-year marketing technology roadmap, resulting in an enterprise data solution with world-leading identity capabilities to power surprise, delight, and supercharge marketing teams.

42%

Site visitor match rate to known profiles

58M

In media spend optimized



A modern digital companion for the world's oldest amusement

Repartmened with renowned amusement park, Tivoli Gardens, to deliver an experiential transformation of the customer experience online and off, with seamless commerce from across web and app, kiosks, optimized and automated CRM journeys, and the launch of new subscription offerings.

20%
YoY digital revenue growth

800%
In-app revenue increase



Lighting the path to growth through DTC transformation and innovation

Transformation of Philips Hue, a world-leading smart lighting and IoT company, into D2C. Customer-centric ecosystem including mobile apps, web, headless commerce, CDP, and data-driven activation and loyalty.

+200 %

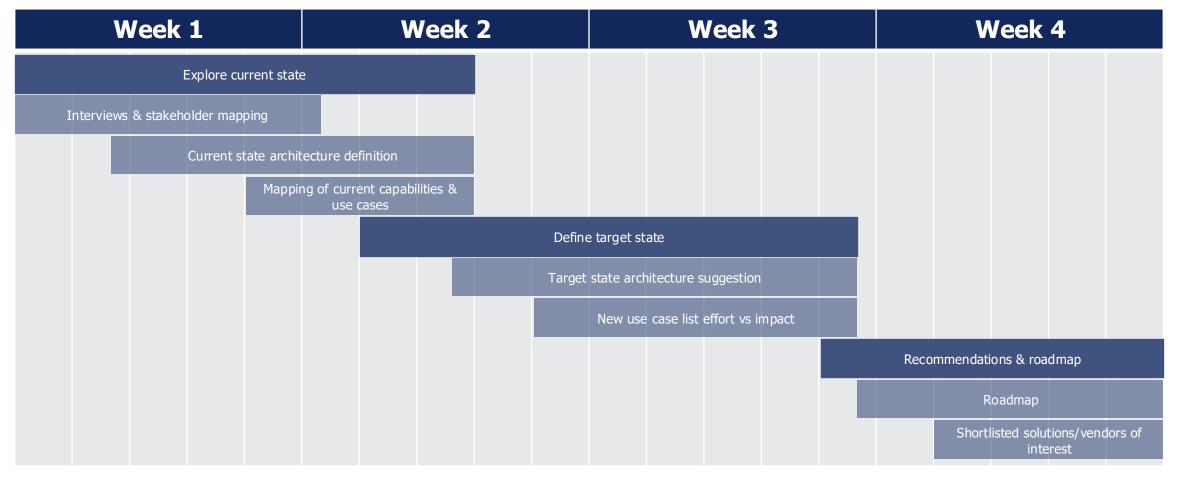
Increase in digital sales YOY

30%

Increased conversion rate via real-time decisioning



Martech Assessment List of Activities

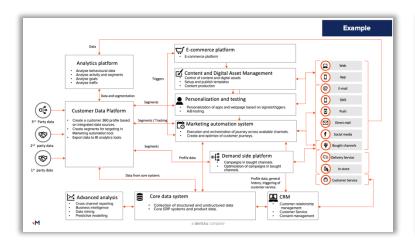


Important: This timeline is indicative and flexible, adjusting to assessment scope, Martech stack complexity, and organizational needs. The schedule is based on one FTE at 50% dedication and may extend or compress depending on stakeholder availability, decision-making processes, and depth of assessment required.



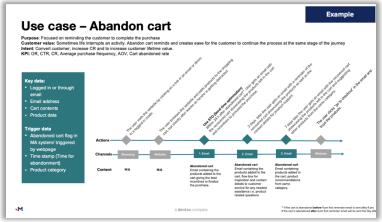
Martech Assessment Deliverables

Current & target state



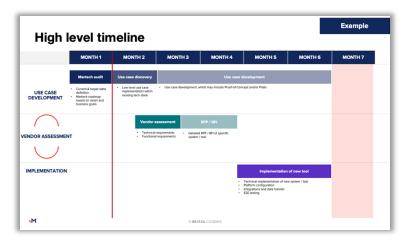
- Interviews with main stakeholders
- High-level mapping of current state architecture
- Mapping of current use cases and technical capabilities
- Suggestions on architectural changes based on business needs and vision/goals

Use case shortlist



 Use case one sliders including suggestions of optimization of existing use cases as well as new potential use cases that could be enabled

Roadmap

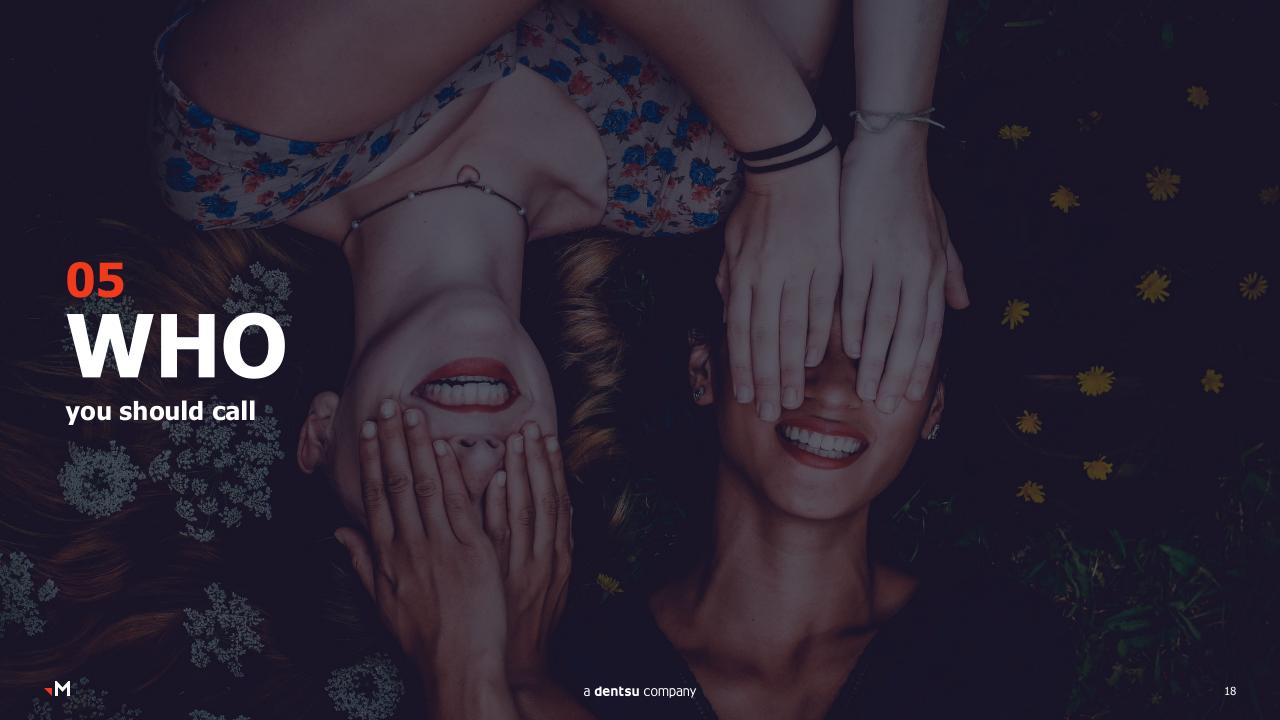


 High level roadmap with next steps based on the assessment's findings

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Shortlist of solutions and/or vendors of interest







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