

Connected Marketing



Bringing Data, Content & Intelligence together for Marketeers



Introductions



Vince Jeffs
Senior Director Product Management
Pegasystems



Alex Berton
Global Head of Customer Decisioning
Areteans



Phil Lockhart
Chief Digital Officer
Credera

THE OMNICOM GROUP

Credera is a part of the Omnicom Group of companies.

The Omnicom Group is a global agency holding company specializing in marketing, advertising, media, and communications services.



75,000+

Marketing, Advertising, Communications, Digital, and Consulting professionals



1,000+

Individual agencies



30+

Marketing disciplines



100+

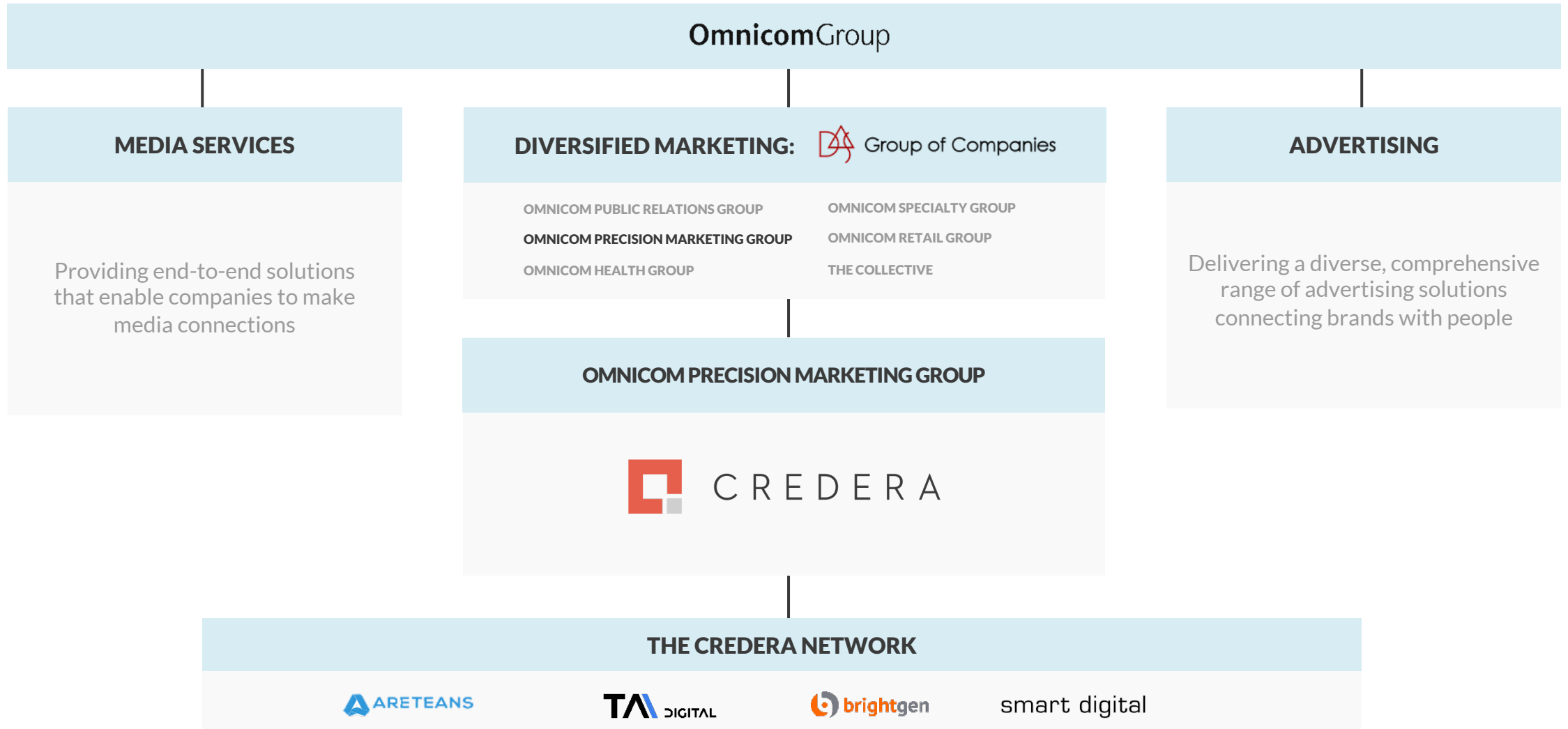
Countries worldwide



5,000+

Clients

Credera is part of the Omnicom Precision Marketing Group (OPMG) and is the only management consulting and technology services firm inside Omnicom's global network of companies



Connected Intelligence – Millions of journeys delivered



Core Functions of the Connected Marketing Platform



Connected Content

Content Supply Chain



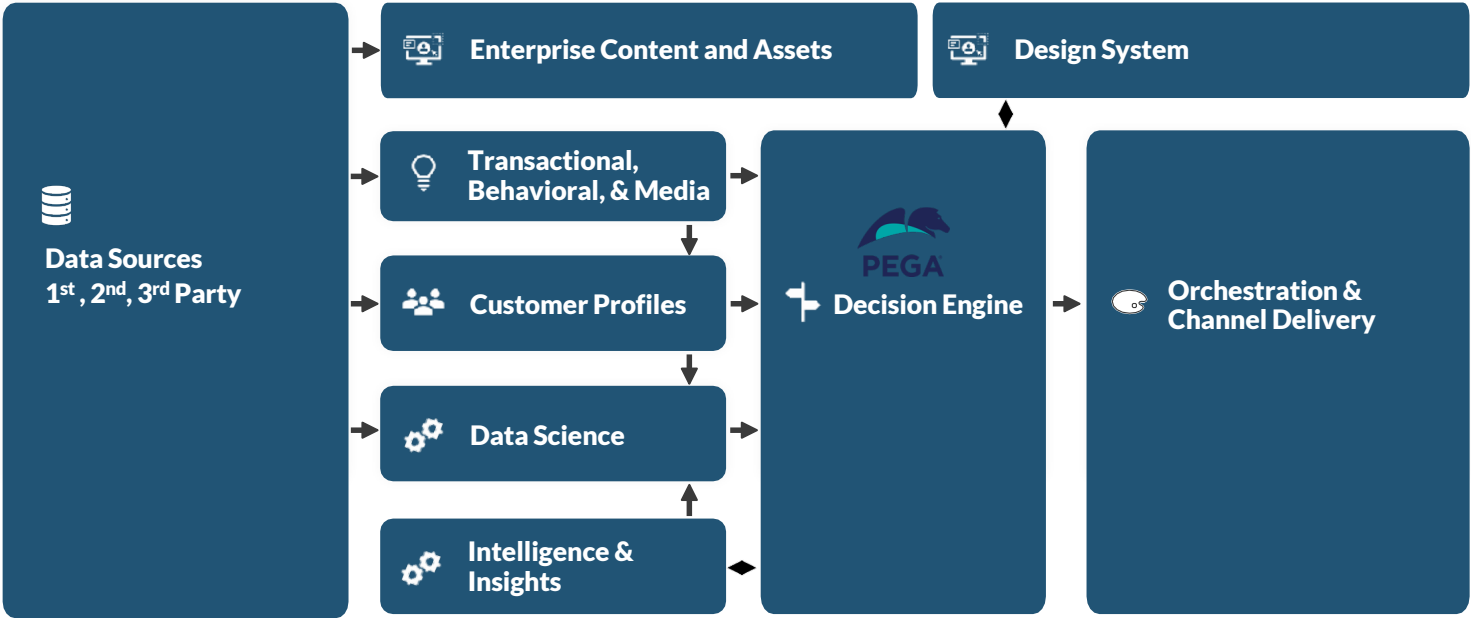
Connected Data

Unified Profiles



Connected Decisioning

Next-Best Conversation Execution

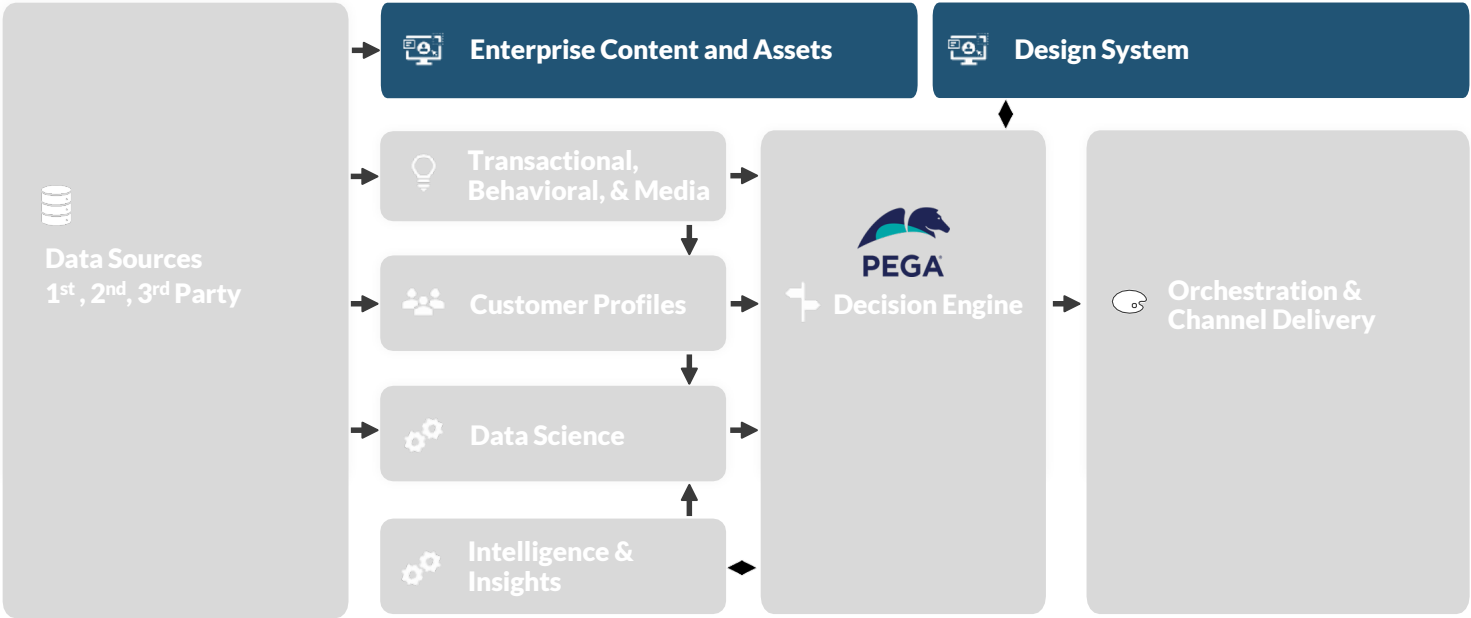


Core Functions of the Connected Marketing Platform




 **Connected Content**
Content Supply Chain

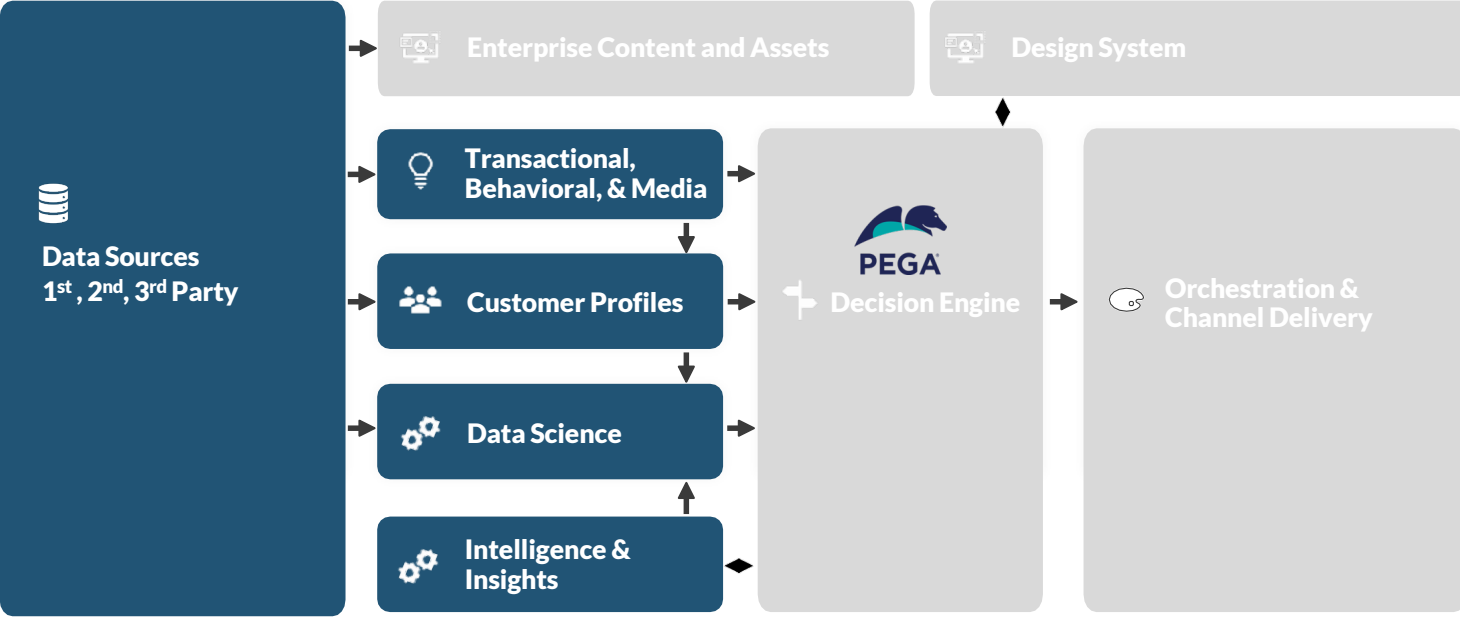
 **Connected Data**
Unified Profiles

 **Connected Decisioning**
Next-Best Conversation Execution






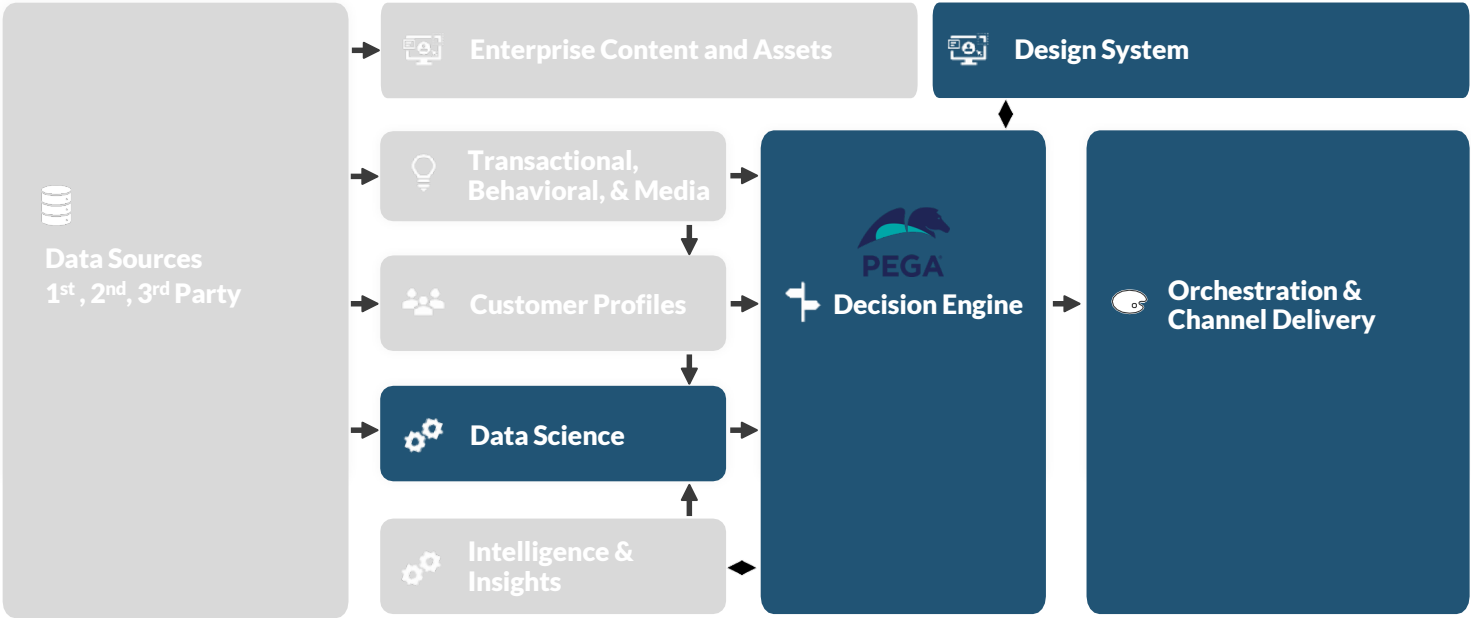
Core Functions of the Connected Marketing Platform

-  **Connected Content**
Content Supply Chain
-  **Connected Data**
Unified Profiles
-  **Connected Decisioning**
Next-Best Conversation Execution



Core Functions of the Connected Marketing Platform

-  **Connected Content**
Content Supply Chain
-  **Connected Data**
Unified Profiles
-  **Connected Decisioning**
Next-Best Conversation Execution

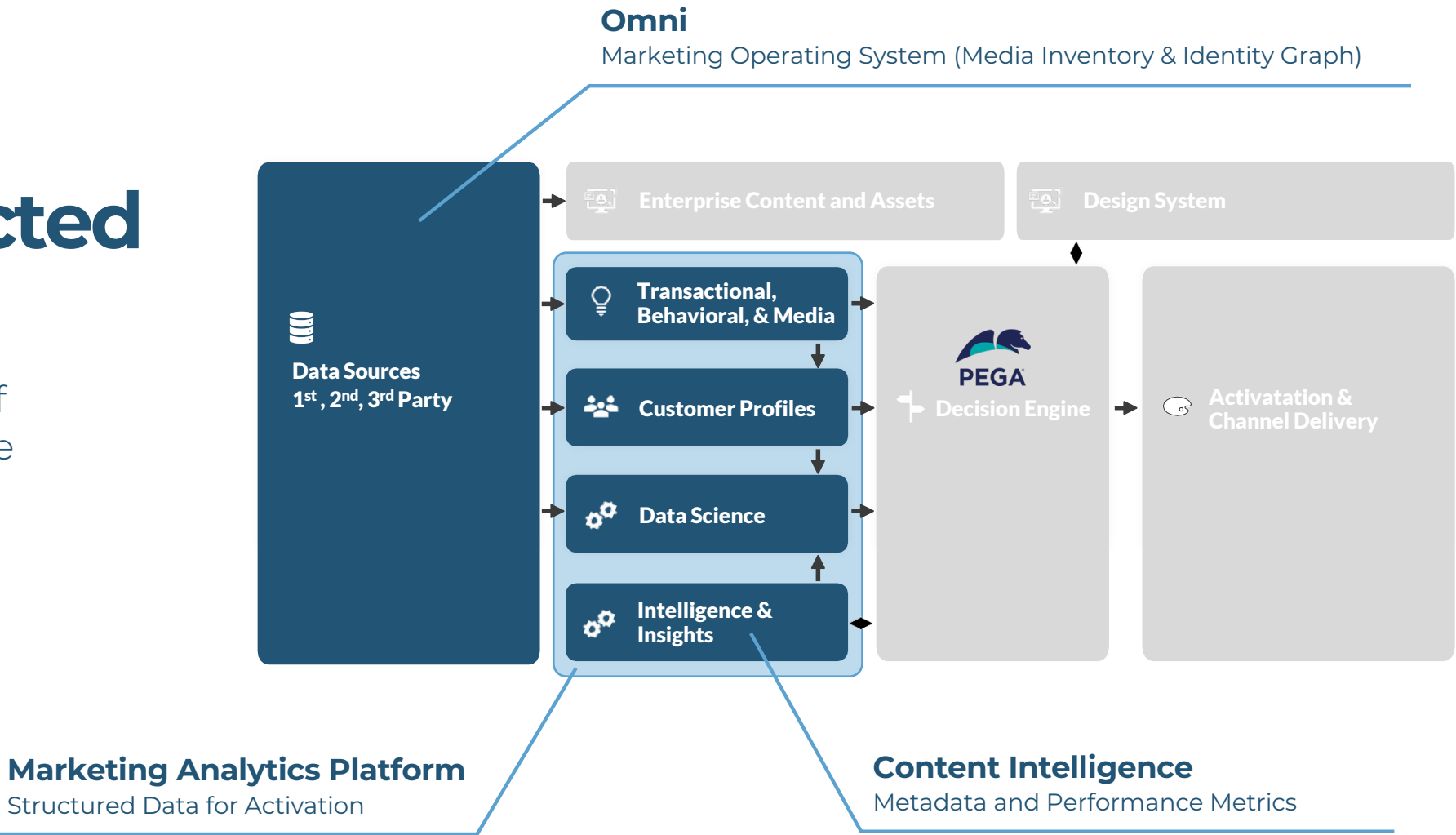


Connected Marketing Platform – Connected Data



Connected Data.

A unified view of customers at the individual and household level



Connected Marketing Platform – Connected Content

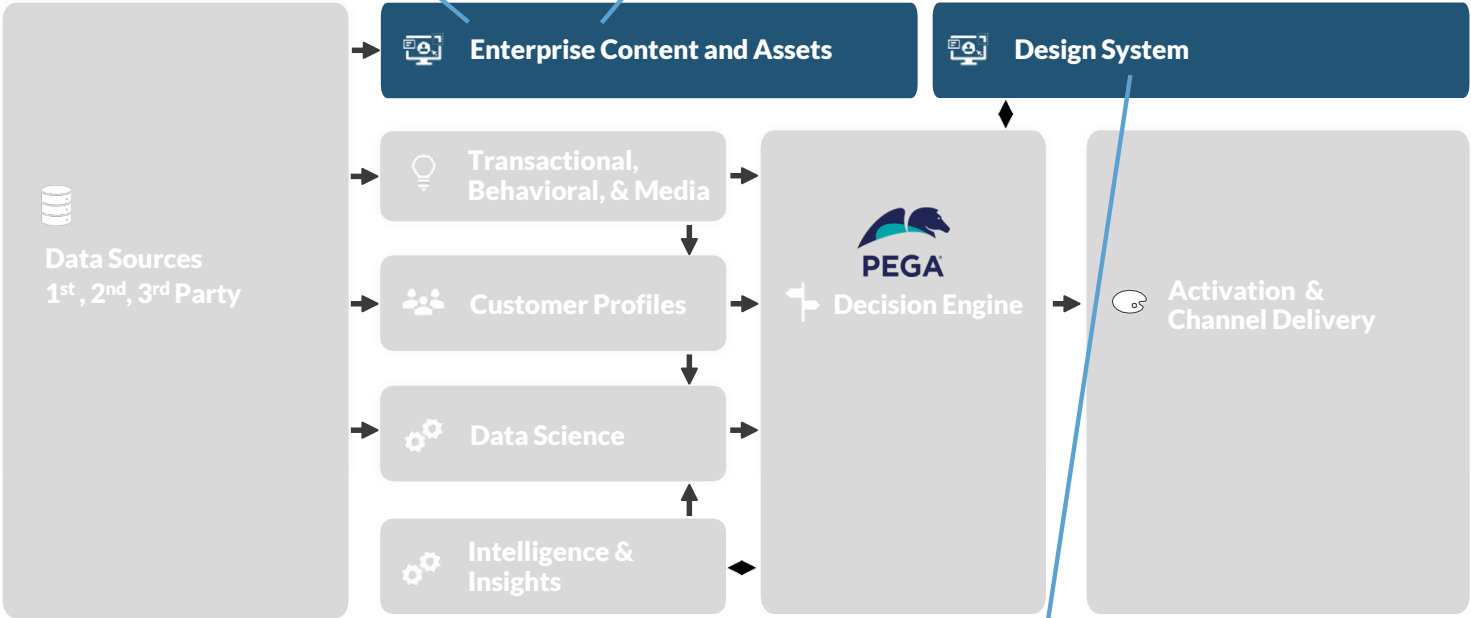


Connected Content.

Consistent, repeatable, scalable, rigorous process to plan, produce, deliver and optimize content leveraging on- / near- and offshore teams

Workflow & MRM
Workflow Kickoff

CMS & DAM
Content / Asset Creation



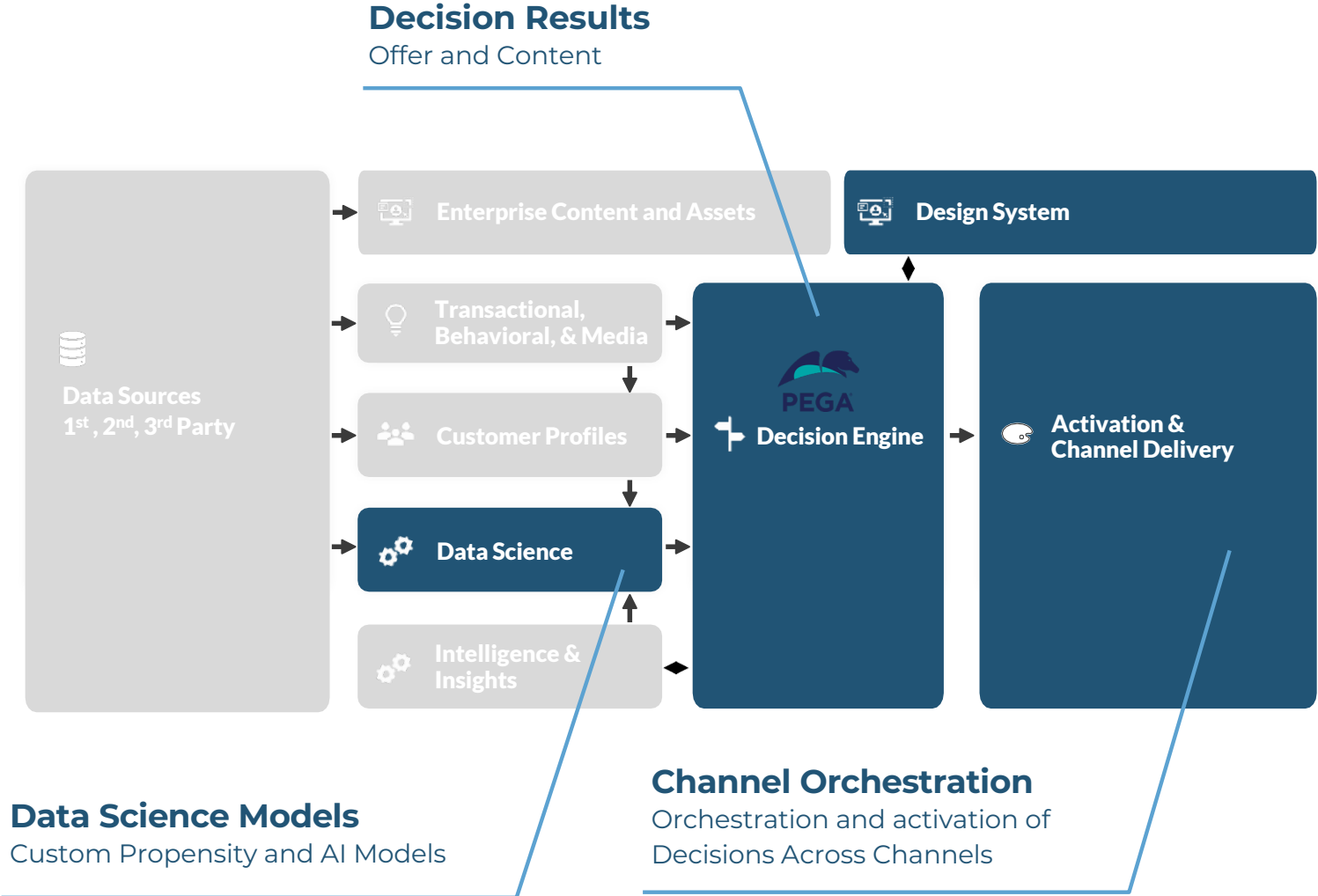
Content Assembly
Atomic Element Design System

Connected Marketing Platform – Connected Decisioning



Connected Decisioning.

Always-on, AI-driven decisioning, powered by business goals



Thank You

