Deloitte.
Digital

Improve marketing performance.
By leaps and bounds.

Customers expect relevant, responsive, respectful brand experiences—now more than ever before. Deloitte's marketing performance offering helps you build and execute strategies to meet customers where they are across owned and paid channels, with the right message in the right moment. As a result, you can build customer trust—and spark faster, sustainable growth for your brand.

WE HEAR WHAT YOU'RE SAYING

We need to leap gaps in our marketing capabilities—quickly.

Acquisition, retention and loyalty: each is a challenge and a priority in today's fast-moving world. What's needed are integrated, end-to-end solutions that improve performance, now.

Customer experiences aren't connected across owned and paid channels.

People don't change from channel to channel. They want coherent experiences wherever they are. But being relevant and responsive to each individual everywhere isn't easy.

We need to get more out of our technology investments.

The complexity of today's martech landscape, coupled with legacy technology debt and shadow IT, too often cripple the ability to orchestrate effective, customer-centric solutions.

THE CAPABILITIES YOU NEED, AT SCALE

Content operations—Our content factory provides you with compelling and effective assets targeted to help you connect with customers in a personalized, consistent manner.

Campaign operations—We design customer journeys, execute campaigns and develop best practices to streamline workflows so you can drive omnichannel engagement.

Martech platform operations—We help increase value from your technology stack by building on your marketing tools and existing platforms.

Marketing data operations—Our approach to audience data management enables real-time research and analysis on trends and behaviors, and helps define strategies to communicate value.

Analytics & measurement operations—We track performance, discover insights and adapt in ways that help you optimize conversion rate, increase lifetime value and more.

DELIVERING STANDOUT HUMAN EXPERIENCE

1 Leap the gaps

Our outcome-driven focus, extensive industry knowledge and change management capabilities help you rapidly rewire and improve marketing performance across the lead-to-loyalty journey.

2 Connect to elevate

We leverage our alliances across the technology ecosystem, our leading human experience orchestration platform and other proprietary assets to stand up powerful omnichannel solutions.

3 Scale for growth

We enable greater scaling, innovation and flexibility through a resourcing model that flexes based on the scope and scale of your operational needs—on demand.

CONNECTING THE ECOSYSTEM

We work closely with leading providers of marketing automation and experience personalization tools, customer relationship management and communication orchestration platforms, and other technologies to help orchestrate personalized experiences across the full customer journey.

ENABLING FASTER GROWTH

+70% improvement in targeted email open rates.

+20% increase in revenue from additional sales.

+56% increase in average order value.

-66% reduction in campaign execution turnaround time.

Real-world results from Deloitte Digital client engagements.

MAKING THE LEAP TO BETTER MARKETING PERFORMANCE.

How a **multinational financial services organization** improved marketing performance to consistently deliver human-centric experiences.

50% decrease in journey life cycle time (from 8 to 4 weeks).

20% reduction in data and creative discrepancies.

36% increase in revenue attributed to campaigns.

GET IN TOUCH

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AMBITION

A major financial services organization needed a campaign strategy and operations partner to manage and run its global "off-the-shelf" email marketing journeys **more efficiently and with higher quality through personalized messaging**.

SOLUTION

We **streamlined and expedited the end-to-end journey creation and update process** in the client's Salesforce Marketing Cloud, establishing clear ownership for each campaign stage. We also deployed accelerators including asset acceptance criteria, reusable queries and dynamic content blocks to assure quality and reduce time to launch.

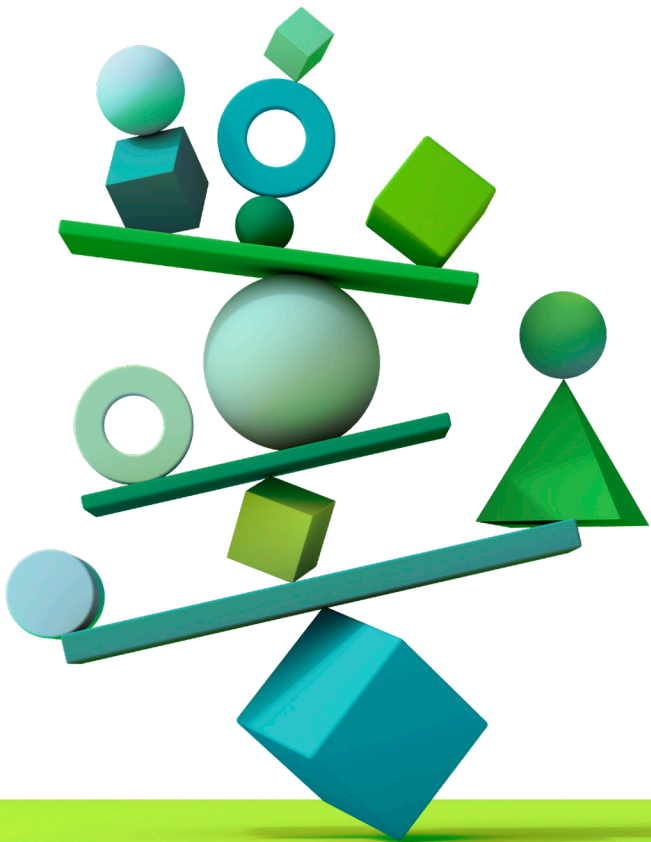Once the journeys were launched, we monitored them and implemented additional enhancements:

- Identified additional data attributes for advanced segmentation and A/B testing to help inform content variation.
- Augmented and automated journey reporting capabilities to provide marketers with a more in-depth view of campaign performance data.

IMPACT

By working with Deloitte, the client was able to:

- Enhance personalization of messages by adding customized attributes.
- Increase visibility into journey performance metrics.
- Speed up the customer journey from lead to loyalty.
- Increase revenues while reducing discrepancies.

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