



Demystifying Marketing Technology Capabilities

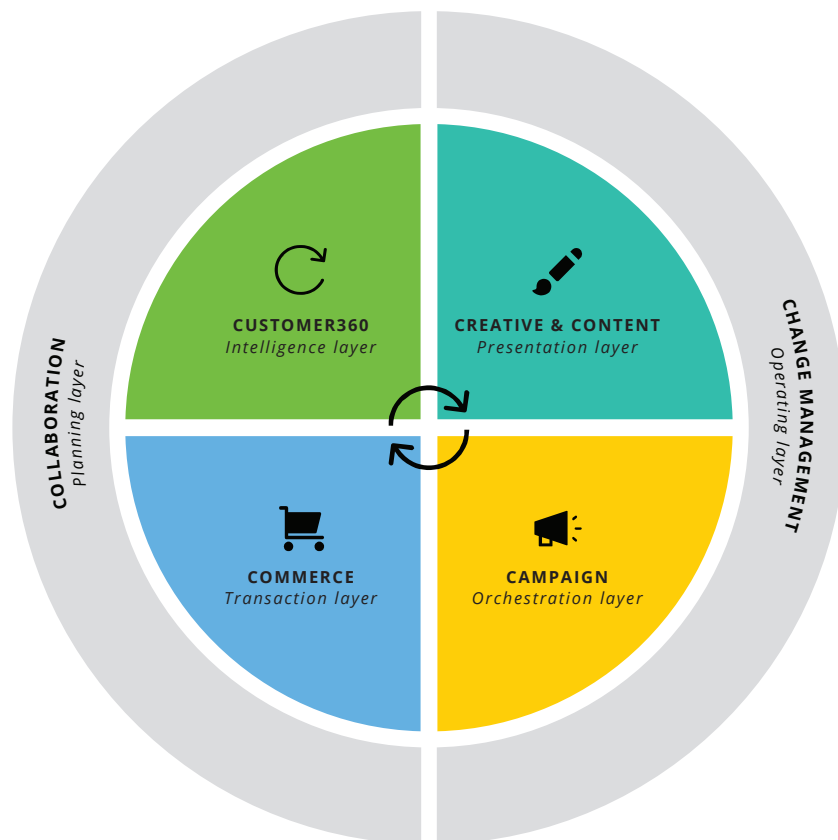
The new, multifaceted role of marketing

The role of the marketing function has changed. As CMOs and marketing leaders adapt to the ever-shifting demands of customers across new channels, devices, and touchpoints, **marketing itself is becoming accountable for more than just dazzling creative and effective storytelling.** Marketing is now directly responsible for data analytics, customer experience, digital, mobile and web development, technology strategy, and everything that accompanies these high-visibility, high-impact domains.

To achieve the expected results in these new domains and **elevate the human experience**, marketing organizations need to own the capabilities and the platforms to deliver best-in-class, results-driving experiences. A key obstacle to achieving these goals, however, is **navigating the unprecedented complexity presented by the abundance of marketing technology capabilities.**

Making sense of it all: the 6 Cs framework

How can CMOs and marketing leaders declutter and simplify the way that they organize MarTech capabilities and platforms across people, process, and technology?



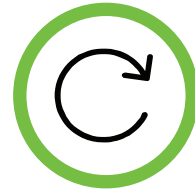
Leveraging Deloitte Digital's extensive experience helping clients improve customer engagement across a breadth of industries, we've developed **a simplified framework—key areas we collectively refer to as the "6 Cs of MarTech"**. This framework can help organizations map out a winning and coherent strategy for **elevating the human experience** and accelerating into a fully-owned digital future.

The 6 Cs framework demonstrates an often-overlooked fact about today's current MarTech landscape: **for any organization, people, process, and technology must function as one to drive the synergy needed to elevate the human experience.** Each element of the 6 Cs framework is essential and interlinked, meaning that no group, activity, or platform can live in a silo and drive meaningful impact on the human experience.

Central to the 6 Cs framework are the advanced **capabilities that marketing organizations must fully own and refine to elevate the human experience**: creative and content, campaigns, commerce, and customer 360.

Unify all customer activity in a robust and accessible **customer 360**

Establishing a 360-degree view of customers' attributes, behaviors, and needs can essentially "fill in the cracks" that may exist between systems and business units. Organizations are also deploying tactics to acquire new audiences and bring customers from "unknown to known" in the digital realm. There is a strong need to move beyond simple data collection, management and reporting to an integrated customer data management (CDP) and decisioning capabilities which fuels entire marketing capability orchestration and helps to deliver elevated human experiences.



Create relevant, data-driven **creative and content** experiences

Today, engaging digital assets that meet customers with consistency, personalization, and relevance are a must-have. Leveraging capabilities like AI-augmented content creation and dynamic creative optimization, brands can establish a clear voice across diversified channels, make content storage accessible across business silos, and solve for automation and personalization of content.

Deploy growth-driving and impactful **campaigns**

Every campaign should be designed and deployed with targeted experiences and assets based on specific business goals. Leading MarTech solutions can help brands meet customers in the most relevant contexts with data-driven journey orchestration and always-on campaigns—including consideration of behavioral-based deployment, devices, and channels—to drive conversions and transaction at scale.



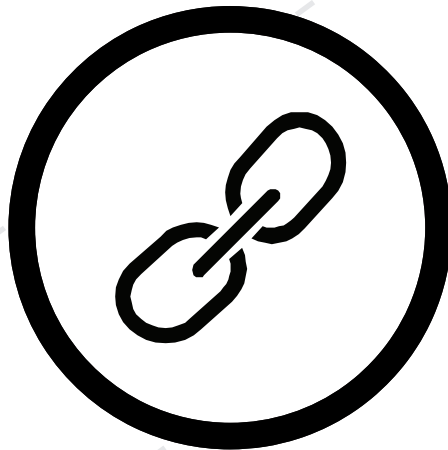
Drive measurable and attributable **commerce**

One of the biggest challenges brands are solving for today is connecting online behaviors with offline purchasing, ensuring ROI for digital investments. The best-in-class e-commerce brands are leveraging "lead-loyalty" capabilities, augmented reality and immersive experiences to drive conversion uplifts and shopper insights. All of these transactional and touchpoint insights should flow directly into the customer data and insights hub.

Development and deployment of marketing across these four capabilities is therefore critically cyclical, but the additional elements of process and the people who make it happen are essential. By combining powerful technology and capabilities with effective collaboration and change management, brands can drive more valuable and lasting change.

Generate flow through sound **collaboration**

Every successful marketing initiative begins with thoughtful, forward-thinking planning of the customer lifecycle. By having clear strategic grounding, designated roles and responsibilities, and an execution plan for all activities in cross-functional groups—including stakeholders from marketing, finance, IT, product, and more—teams can kickstart, deliver, and optimize best-in-class experiences that drive results.



Prepare for the road ahead with broad **change management**

Digital transformation does not happen in a silo. As marketing is trying to reorganize itself, you need a powerful, impactful way to introduce and sustain change within the organization. All levels of the organization, partners, and collaborators need to have a role in making transformation successful and lasting, and this is made possible only by a strong and impactful change management plan.



Guided by an aspiration to elevate the human experience, brands that **simplify their approach by applying the 6 Cs** can not only advance their capabilities, but also establish the processes and lasting change needed for true transformation.



How to get there: seek out trusted partners

You are not alone in this journey to simplify MarTech. Deloitte works together with leading technology organizations like Adobe to help CMOs and brands simplify their marketing capability organization challenges.

Contact us to learn more, or visit www.deloittedigital.com to see how we're helping other organizations imagine, deliver, and run the future.

Contacts

Ryan Alderman

Principal

Deloitte Consulting LLP

ryalderman@deloitte.com

Trinadha Kandi

Specialist Leader

Deloitte Consulting LLP

tkandi@deloitte.com

About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. Please see www.deloitte.com/about for a more detailed description of DTTL and its member firms.

Deloitte provides audit & assurance, consulting, financial advisory, risk advisory, tax and related services to public and private clients spanning multiple industries. Deloitte serves four out of five Fortune Global 500® companies through a globally connected network of member firms in more than 150 countries and territories bringing world-class capabilities, insights, and high-quality service to address clients' most complex business challenges. To learn more about how Deloitte's approximately 286,000 professionals make an impact that matters, please connect with us on Facebook, LinkedIn, or Twitter.

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively, the "Deloitte network") is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No entity in the Deloitte network shall be responsible for any loss whatsoever sustained by any person who relies on this communication.