



Flawless
Campaign Execution



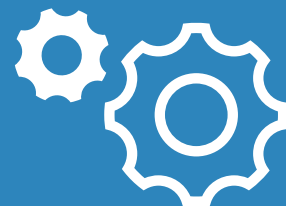
Real-time Data,
Analysis & Insights

((CENTRIC))

Marketing Operations
& Technology



Custom Systems
Integration & Monitoring



Platform
Optimization & Scale

OUR APPROACH TO MARKETING TECHNOLOGY & OPERATIONS

Centric has proven success in scaling marketing operations throughout the customer lifecycle, including marketing touch volume with personalization across multiple devices and channels.



CAMPAIGN EXECUTION

Scale and deliver **billions** of personalized marketing touches, in multiple countries and multiple languages across all phases of the customer lifecycle

DATA & ANALYTICS

Perform campaign segmentation, ROI, impact analysis, and insights.

MULTI-CHANNEL & DEVICE

Support multi-channel and multi-device marketing experiences, including in-product messaging and device specific targeted communication.

INTEGRATION & CUSTOM DEVELOPMENT

Engineer and build integrated solutions needed to meet marketing goals, including data integration, custom development, and cloud hosted solutions.

GROW YOUR MARKETING IQ

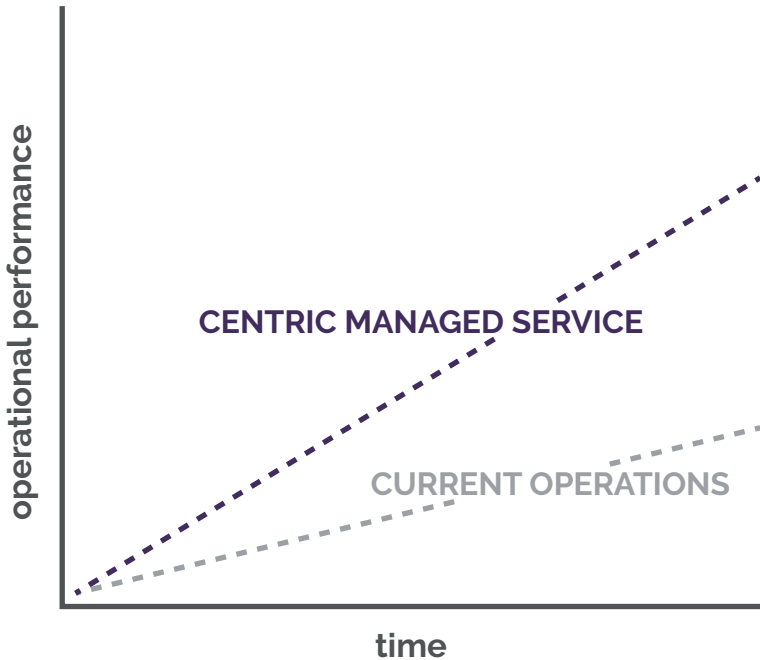
Set goals with our experts & realize the full potential of your investments.

	LEARNING PRACTITIONER	EXPERIENCED EXPERT	ENLIGHTENED MASTER
	Content Curation Content Management	Content Factory CMS/DAM Integration	Enterprise Sourced Channel Optimized
	Key Data Available Not Real Time	Full Data Integration Near Real Time	External Data Aggregation Unified Customer View
	Diagnostic Analytics	Predictive Analytics	Prescriptive Analytics
	Full Lifecycle No Customer Journey	Full Lifecycle Customer Journey	1:1 Customer Journeys
Campaign Specific No/Limited Re-use			
Basic Data Available Limited Integrations			
Descriptive Analytics			
Limited Lifecycle No Customer Journey			

**CONTENT
DATA
ANALYTICS
MARKETING**

THE CENTRIC DIFFERENCE

Centric's contribution is continually driving deeper engagement at a faster rate - yielding higher performance and better ROI.



INCREASED EXECUTION CAPACITY

- Expanded campaign scope
- Deeper personalized content

ENHANCED ANALYTICS & INSIGHTS

- Deep campaign planning
- Post-campaign performance reporting
- Custom platform reporting capabilities

INCREASED EFFICIENCY & EFFECTIVENESS

- Improved campaign execution velocity
- Application of best practices
- Optimize processes for current & future efforts

IMPROVED RESOURCE APPLICATION

- Client marketing team focuses on strategy
- Centric performs campaign execution

OUR CAPABILITIES

So, how can we help you? Reach out today for a free consultation.



CAMPAIGN EXECUTION

Campaign Monitoring

Journey Building & Lead Nurturing

Workflow & Approvals

Multi-Channel Messaging



SYSTEMS INTEGRATION

Multi-Channel Integration

Cloud Migration & Deployment

Real-time Data Integration

Macro Content/Testing



DATA SOLUTIONS

Data Integration & Analytics

Data Hygiene & Warehousing

Behavioral Modeling & Prediction

Macro Segmentation



PLATFORM OPTIMIZATION

Subscriber Management

Omni-Channel Reporting

Custom Solutions for:

- Marketo
- SFMC/ET
- Eloqua
- Hubspot

