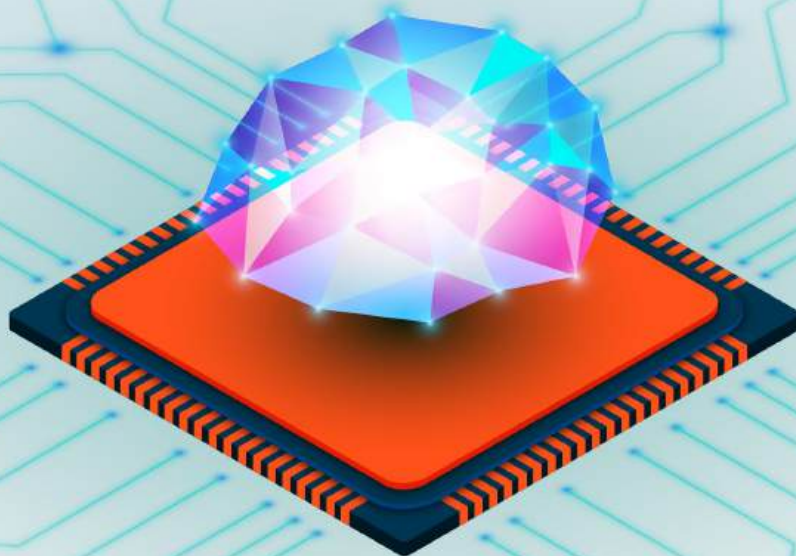


Connected

Intelligence

Revolutionizing decision-making and customer engagement with data-driven approach and empowering Artificial Intelligence



Preamble

Connected Intelligence is set to become the latest buzzword in a marketer's toolkit and across enterprises. But how can you actually leverage it?

Saurabh Khetrpal, **Associate Director – Digital Engagement**, Areteans, a Credera Company, dives deep into the need, components and strategy for implementing Connected Intelligence, offering a comprehensive look at how it works and what's next.

Whether you're a marketer or enterprise who has already started your AI journey or just beginning, these insights can provide the information you need to harness Connected Intelligence's potential.

Abstract

In today's fiercely competitive business milieu, enterprises face obstacles in creating scalable marketing landscape and use cases that deliver a strong return on investment (ROI). These hurdles arise due to fragmented MarTech platforms, data silos, and lack of unified decision-making across functions and departments. Leveraging your data and AI, Connected Intelligence provides a comprehensive solution. It blends data, content, and decision-making into an integrated and cohesive strategy.



This whitepaper delves into how marketers can benefit from a consolidated marketing platform built using leveraging Connected Intelligence. Armed with the depth and breadth of marketing capabilities and advanced machine learning models, marketers can drive hyper-personalized experiences, elevate key performance indicators (KPIs), and boost customer lifetime value (CLTV).

Overview

The Need for a Centralized AI Decision Authority

Enterprises today face the daunting task of managing disparate platforms, data sources, and marketing operations that operate in silos. This fragmentation complicates the customer journeys. It makes marketing KPIs difficult to measure and impedes scalability. A centralized AI decision authority offers a solution by integrating disconnected elements into a unified platform, enabling real-time decision-making powered by AI.

By creating a single source of truth, organizations can:

- Deliver hyper-personalized customer experiences.
- Simplify data pipelines and decision-making processes.
- Drive measurable outcomes such as improved CLTV and ROI.

This framework allows organizations to achieve faster responses to customer needs, offer real-time targeting and personalization, and scale their operations more effectively. With Connected Intelligence, companies can improve conversion rates by as much as 5X and significantly enhance their overall customer lifetime value.

Call for Connected Intelligence

Connected Intelligence is a consolidated marketing platform that integrates components from best-of-breed technology platforms including Tealium, Marketing Analytics Platform, Pega Customer Decision Hub and Omnicom proprietary Omni capabilities. It provides a comprehensive 360-degree solution for enterprises, enabling end-to-end customer journeys and delivering personalization at scale. It provides the depth and breadth of marketing capabilities and advanced machine learning models by eliminating several challenges in the current MarTech landscape which are not future proof.

One of the greatest challenges for most organizations is designing, delivering, activating and scaling MarTech platforms. These platforms must guide them from data collection and harmonization to activation and insight generation. The ultimate goal is flawless execution across the entire customer base, pulling data from all the sources like data warehouses, data lakes, or lake houses.

Components of Connected Intelligence

The foundation of Connected Intelligence is built on three core components:

- **Connected Data**
- **Connected Content**
- **Connected Decisions**

Each of these plays a pivotal role in orchestrating a seamless and hyper-personalized customer journey across all touchpoints.

01 Connected Data

It provides a unified view of an organization's customers, supported by a robust identity graph built for a cookie-less world while adhering to strict privacy standards and protocols. Combining Omni (for data enrichment), real-time Customer Data Platform powered by Tealium (for data unification), and Marketing Analytics Platform (MAP) for advanced data sophistication), it leverages the industry's largest marketing dataset, hosted on a cloud infrastructure. This enables surface-level cohort insights and enhances overall data intelligence. It also has unparalleled machine learning and algorithmic muscle, built on a code base with custom models and algorithms resulting in unique model stack tuned to your business.

Key attributes include:

- Structuring, cleaning, and enriching data from multiple sources for faster decision-making.
- Data privacy and consent management to capture user intent and handle sensitive information.
- Advanced data modeling, hosted on AWS, Google Cloud, or Azure.
- Predictive audience segmentation using AI/ML.
- Comprehensive data insights from various sources and touchpoints, visualized through dashboards.
- Cross-channel measurement and attribution for precise performance tracking.
- Higher cost savings with enriched customer profiles.
- Improved ROI through consistent customer experiences.
- Faster insights driven by accurate, real-time data.

02 Connected Content

Connected content enables a consistent, repeatable, scalable, and rigorous process to plan, produce, deliver, and optimize content, fulfilling the complete content supply chain. This process drives consistent brand messaging by leveraging data, automation, and intelligence from assets. The future of this automation is to create once and publish anywhere along with augmenting content optimization through dynamic content optimization. The result is lower production costs, faster intelligence, scalable assets across channels, and more efficient content production across all sources.

Key attributes include:

- Enhanced sophistication of assets and metadata for content management.
- Automation of processes from ideation to delivery.
- Faster content generation and personalized experiences.
- Reduced production costs and quicker time to market for campaigns.
- Less operational dependency on external agencies.
- Centralized assets for faster collaboration across the organization.
- Dynamic frameworks for adapting and optimizing content for new channels.

03

Connected Decisions

Connected decisions provide continuous decision-making powered by business goals, enabling progressive decisioning at an individual level. Progressive profiles are systematically stepped to feed the necessary inputs for the next decision layer leveraging data from customer profiles. The solution determines the value of a given customer action and decisions, then determines the right channels to message in, determine the optimal number and order of communications actions and then determine the optimal content within a given communication with a layer of artificial intelligence. The solution is built for dynamism and flexibility. A significant portion of decisions can be made autonomously at the individual or segment level. This leads to reduced churn, increased retention, enhanced customer lifetime value (CLTV), higher ROI, and stronger engagement and brand loyalty.

Key attributes include:

Real-time 1:1 customer decisioning powered by Pega's market leading Customer Decision Hub (CDH)

Customer interaction management for greater satisfaction and loyalty.

Journey optimization to deliver personalized experiences across touchpoints, boosting engagement and conversions.

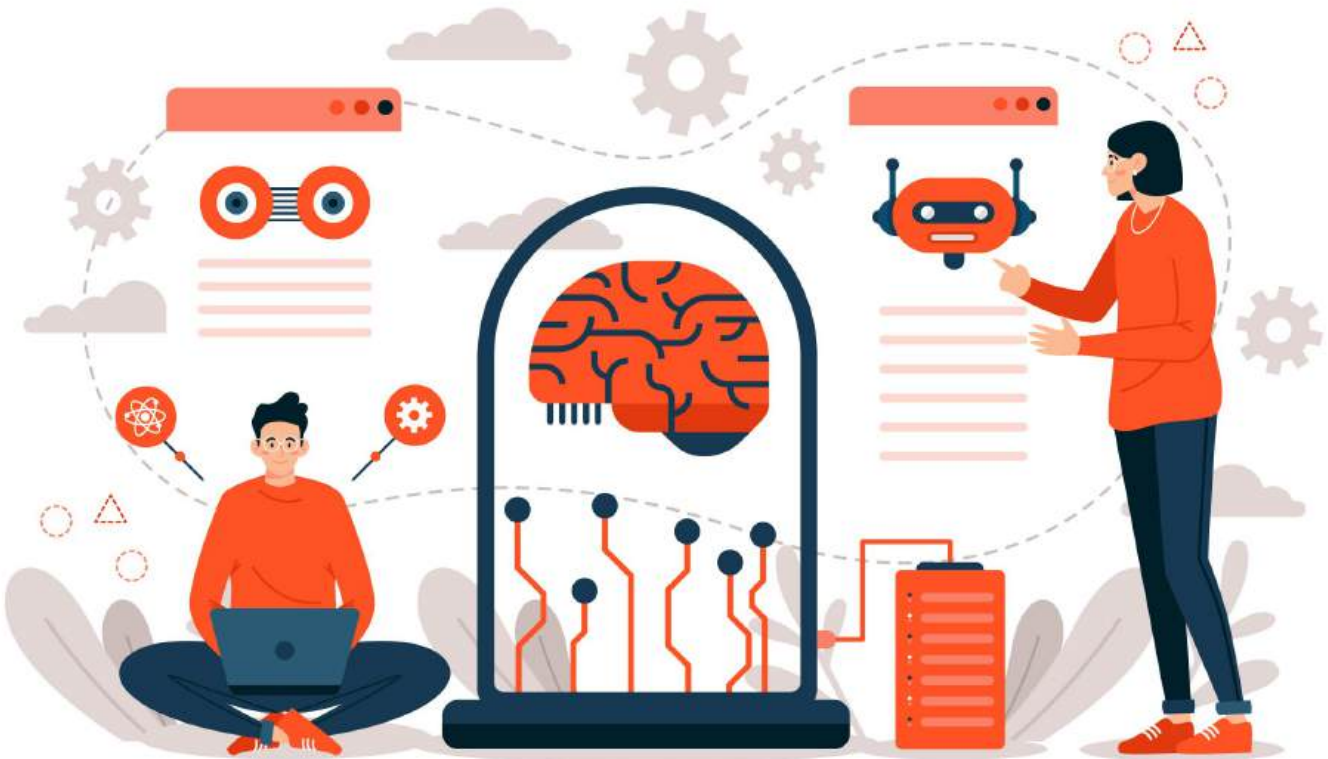
Increased customer lifetime value by providing tailored, real-time content.

Reduced customer attrition through proactive retention strategies.

Predictive analytics to uncover new cross-sell and upsell opportunities.

Identification of new opportunities using Gen AI to predict content, customer behaviour, and channels

Improved acquisition costs by optimizing and driving additional revenue by tapping into new audiences with new automated strategies on paid media channels



Value Proposition of Connected Intelligence

Connected Intelligence offers numerous benefits and value for enterprises across diverse sectors and use cases:

End to End Integrated Solution

Connected marketing platform provides integrated solution for enterprises with valuable data insights, scalable content and AI decisions in a centralized platform delivering hyper personalisation at scale across all the channels resulting in higher ROI

Operational Efficiency

With Connected Intelligence and centralized decision-making authority enterprises can expect faster results and efficiency for their complex marketing use cases by eliminating manual and adhoc tasks

Real-time Engagement

AI-driven decision-making enables instant, personalized interactions with customers, increasing engagement and satisfaction. This enhances the customer journey, improving customer lifetime value (CLTV) and reducing churn rates.

Data Accuracy & Efficiency

Connected marketing platform integrates all the data from all the sources like CRM, social, email, website, mobile app, contact center, organizations can ensure all the data attributes, schemas and objects, customer profiles are comprehensive in a standardized structure and provide accurate view of individuals and segments. In addition, elimination of data silos ensures that all relevant metrics are captured and can provide holistic view of marketing effectiveness leading to higher customer engagement and consistency in personalized experiences across all the channels

Advanced Segmentation and Unified Profiles

With advanced data and insights, organizations can segment individuals and customers more accurately based on behavior, preferences, demographics, transactions, fulfillment in real-time by leveraging all the data sets from all the sources and integrate with their data warehouse and data lakes etc. and utilize advanced decisioning for identifying potential audiences for your channels

Advanced Analytics and Reporting

Leveraging powerful data analytics and machine learning tools, such as AWS SageMaker, the platform offers advanced data insights and out-of-the-box models. This helps predict churn, identify high and low engagement profiles, assess marketing effectiveness, and optimize channel-mix distribution, ROI, and LTV.

Enhanced Cross-channel Experiences

The connected platform enables brands to create seamless experiences across all channels (online, in-store, customer care, etc.). This ensures a consistent brand message, reinforces brand value and loyalty, and enhances overall marketing efforts.

Enhanced Predictive Analytics

Connected Intelligence allows enterprises to utilize advanced predictive analytics to forecast trends and outcomes. This proactive approach aids strategic decision-making, enabling businesses to anticipate future KPI performance based on historical data and current trends.

Increased Revenue and Accelerated Time-to-market

By aligning marketing initiatives with AI-powered insights, enterprises can boost conversion rates and improve ROI. Real-time data processing allows quick response times, helping businesses stay ahead of market trends.

Time to Value

With our integrated solution, you can expect quicker returns on your marketing efforts instead of relying for many months, increased agility across teams and departments and enhancing abilities to adapt to new challenges quickly

Marketing Efficiency & Business Growth

Enterprises can expect impressive results on their investments upto 5x resulting in effective ROI, improved NPS, CLTV, ROAS, ROI

Overcoming Challenges in Regulated Industries

Creating content and strategies for highly regulated industries, such as BFSI, presents unique challenges. These sectors are subject to stringent regulations around data privacy, governance, and compliance. However, Connected Intelligence can help overcome these challenges by:

- Ensuring data security through streamlined consent management and governance policies
- Providing AI-driven insights that comply with regulatory frameworks
- Offering real-time decision-making that enhances personalization without compromising compliance

By leveraging AI and a centralized decision-making framework, organizations can navigate the complexities of these industries while still delivering a high level of personalization and customer engagement.

A Proven Use Case

In a recent enterprise project for a leading player in the BFSI sector, Areteans leveraged Connected Intelligence to transform their customer engagement strategy. By centralizing its data, content, and decision-making processes, the client saw a 5X increase in conversion rates. It also witnessed a significant improvement in CLTV. This was possible by unifying customer data across various touchpoints and implementing AI-powered decision-making to deliver hyper-personalized experiences at scale.

Conclusion

Connected Intelligence can enable enterprises to overcome the challenges of disconnected platforms, data silos, and disjointed marketing strategies. By centralizing data, content, and decision-making, businesses can deliver hyper-personalized customer experiences, improve KPIs, and drive higher ROI.

As a Partner combining domain-specific expertise, strategic advisory, and implementation solutions, Areteans, A Credera Company is well-positioned to help organizations unlock the full potential of Connected Intelligence.