CONNECTED MARKETING ENGINE

Capgemini's real-life marketing technology platform demonstrates how we transform customers into loyal and engaged ones.

We undertake this approach for different reasons:

Engaged and loyal customers have a 306% higher customer lifetime value

92% of customers switch brands if they encounter two negative experiences

There are several challenges faced by our clients that hinder their ability to transform customers into engaged and loyal ones:

Absence of a 360° customer profile due to missing data strategy, fragmented customer data sources, and a disconnect between digital and physical channels.

Insufficient skills, knowledge, data-driven mindset, and customer-centric thinking among employees in sales, service, commerce, and marketing domains.

Tooling that doesn't allow organizations agility in responding to market events like consumer financial concerns, geopolitical instability, and the pandemic.

We analyzed the evolving consumer behavior, which, along with the client challenges, serves as input for our Connected Marketing Engine:

Shopping behavior: 61% of consumers frequently visit physical stores, valuing in-store experience alongside delivery and fulfillment.

Brand preference: Consumers are more likely to share their data with their favored brands in exchange for a better experience.

Limited personalization: Customers have expectations for companies to know them, treat them as individuals, and personalize their journeys accordingly. However, currently only 27% of companies personalize customer journeys based on interaction history or intent.

Capgemini's Connected Marketing Engine (CME) is a real-life marketing technology platform that presents an innovative approach to addressing client challenges and adapting to evolving consumer behavior by leveraging the latest features and functionalities:

- Creating a unified customer profile by connecting digital and physical interactions: We integrate every customer touchpoint to establish a comprehensive 360° customer profile and enable personalized experiences with every customer engagement.

- Enabling real-time personalization to achieve hyper-relevance at every engagement: Our platform personalizes every interaction, from product recommendations to in-store screens to point of sale (PoS), ensuring relevancy throughout the entire customer journey.

- Empowering your employees with accurate customer information: Equipping your employees, whether they are in-store, customer service representatives, marketing, or engaging in sales conversations, with the necessary customer information and dashboards to enhance their experience.

Connected Marketing Engine (CME) is a part of our Connected Marketing offering which helps organizations with their end-to-end transformation within the marketing domain.

CME WILL HELP ORGANIZATIONS DEAL WITH THESE CHALLENGES AND OUTPERFORM THE MARKET

Marketing Technology	Marketing Organization	Customer Activation	Content Marketing
Providing the technical solutions to achieve a single view of your customers, with both online and offline data	Enabling your organization and marketeers with a customer-centric mindset and the right set of skills	Ensuring the right content, products, and recommendations are served to the right people at the right time via the right channel	Ensuring you have the strategy and the tools to generate content that stands out from the crowd

Connected Marketing Engine is a continuously evolving platform that leads the market by incorporating the latest innovations and trends in the customer experience domain. This is to demonstrate our position as trusted advisor within the marketing domain.

THE CONNECTED MARKETING ENGINE IS A REAL-LIFE
EXAMPLE THAT DEMONSTRATES A VISION, RATHER THAN A PRODUCT

Customer Data Platform · Content Management System · Journey Orchestration · Data Collection · Personalization & Recommendation · Analytics · Cloud Environment · CRM

Zero-party data	Build trust and show transparency	Capture emotions and demonstrate empathy
Data that customers proactively and willingly share, often preference data like preferred channels, food types, household items, or other products	Customers will spend more with trusted brands and over half of all customers vow that they'll never buy again from companies that violate their trust	When companies sympathize with people's problems, consumers are more likely to become loyal customers

Let us demonstrate how the latest marketing technology can transform your customer experience and convert your customers into satisfied and loyal ones.

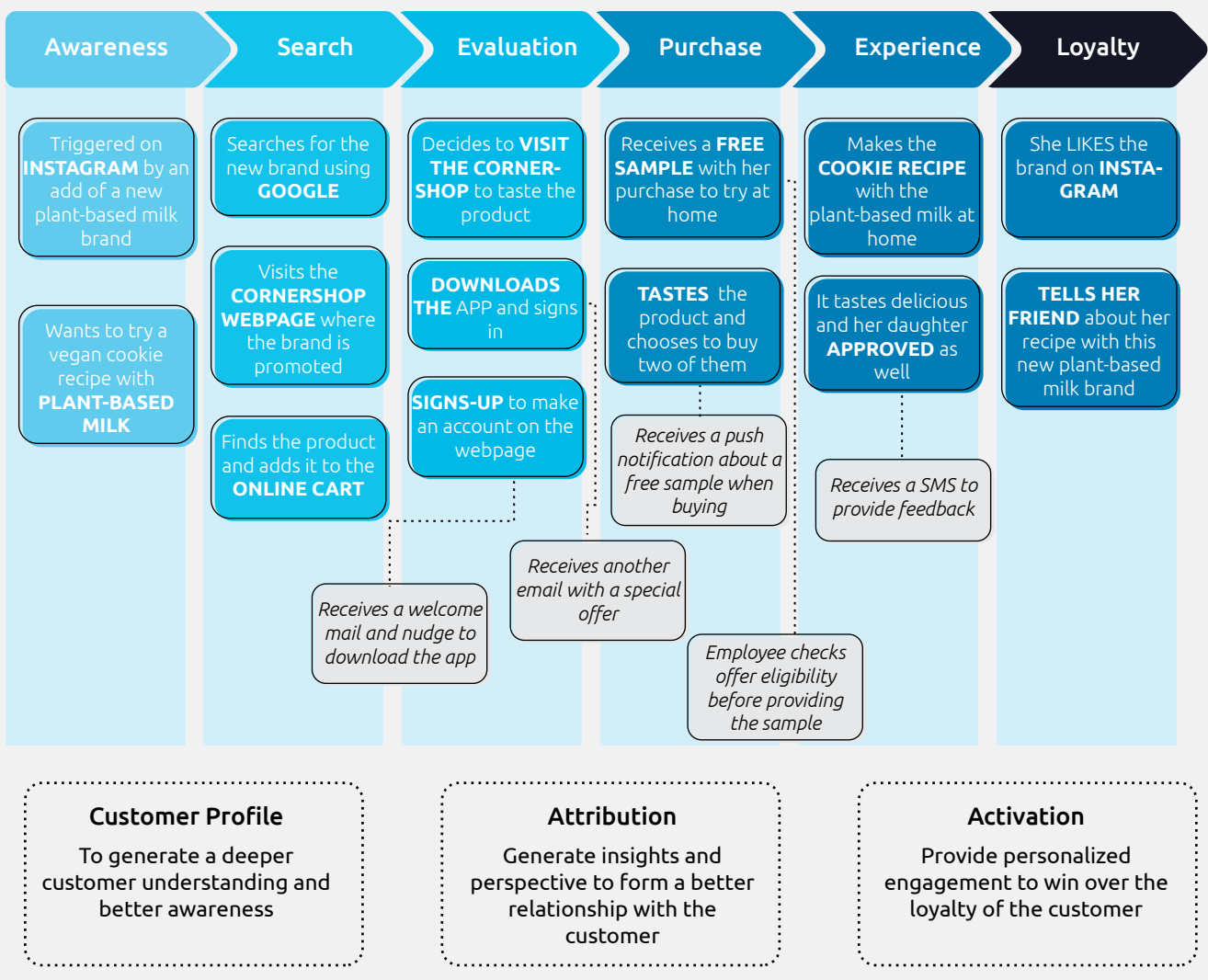## LET US DEMONSTRATE HOW WE CAN TURNING ORDINARY CUSTOMERS INTO LOYAL ONES

"I love going out for groceries to look for new, preferably vegan, products to experiment with in the kitchen."
Emma, 33

Emma is always on the hunt for new products

Lately, she is enjoying vegan baking

Her daughter loves cookies, so that could be her next experiment

Awareness	Search	Evaluation	Purchase	Experience	Loyalty

Awareness
- Triggered on **INSTAGRAM** by an add of a new plant-based milk brand
- Wants to try a vegan cookie recipe with **PLANT-BASED MILK**

Search
- Searches for the new brand using **GOOGLE**
- Visits the **CORNERSHOP WEBPAGE** where the brand is promoted
- Finds the product and adds it to the **ONLINE CART**

Evaluation
- Decides to **VISIT THE CORNER-SHOP** to taste the product
- **DOWNLOADS THE** APP and signs in
- **SIGNS-UP** to make an account on the webpage

Purchase
- Receives a **FREE SAMPLE** with her purchase to try at home
- **TASTES** the product and chooses to buy two of them

Experience
- Makes the **COOKIE RECIPE** with the plant-based milk at home
- It tastes delicious and her daughter **APPROVED** as well

Loyalty
- She LIKES the brand on **INSTA-GRAM**
- **TELLS HER FRIEND** about her recipe with this new plant-based milk brand

Receives a push notification about a free sample when buying

Receives a SMS to provide feedback

Receives another email with a special offer

Receives a welcome mail and nudge to download the app

Employee checks offer eligibility before providing the sample

Customer Profile
To generate a deeper customer understanding and better awareness

Attribution
Generate insights and perspective to form a better relationship with the customer

Activation
Provide personalized engagement to win over the loyalty of the customer

The CMO dashboard provides essential customer data, facilitating streamlined experiences in the physical world for employees. It also demonstrates the connection between digital and physical realms by showcasing in-store visits and customer activities.

Jump-start your journey today

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About Capgemini

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