es munvo

Cracking the code to higher retail sales



Online or in your stores, today's shoppers expect a more engaging experience with your brand. The challenge for marketers? How to effectively use their MarTech solutions, including customer data platforms (CDPs), to activate a fulfilling customer journey that drives continued sales and loyalty.

Discover what consumers want – and how your marketing platform could be delivering more.



Retailers are taking notice.



Retailers must:

Process vast amounts of data ...

of CMOs say their teams are using 14 or more data sources.⁸

52%

of marketers are overwhelmed by the volume of marketing data.⁸

67%

... and integrate a CDP seamlessly into a complex web of solutions.



The average number of tools within a company's MarTech stack⁹

Two keys can unlock the possibilities of personalized customer journeys.



A global leader experienced in helping retailers get more out of MarTech



Singular MarTech focus since 2005



Deep retail expertise



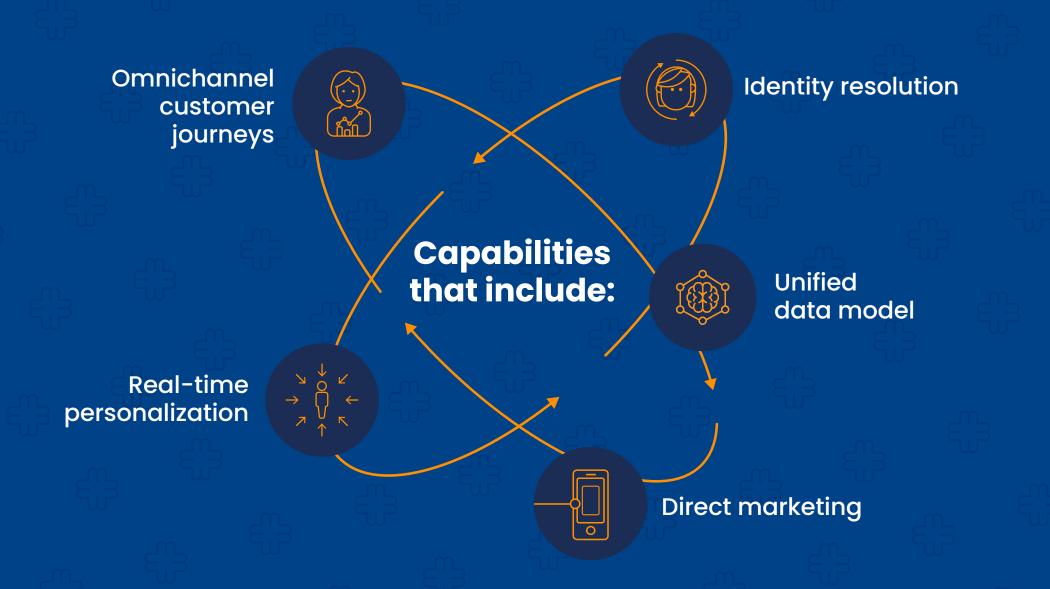
Marketing Solutions Projects





SAS Customer Intelligence 360

Fully integrated marketing suite to streamline marketing ecosystem and strengthen/replace a CDP



Learn how we can help you activate personalized, profitable customer journeys and achieve the return you're expecting from your MarTech investment.

Contact us today to get started

MUNVO

9 SAS. 2022 Marketing Technology Landscape.

© 2023 Munvo. All rights reserved. Copyright © 2023, SAS Institute Inc. All rights reserved.

3 Experian. What is Identity Resolution? Sept. 2022. https://www.experian.com/blogs/insights/2022/09/what-is-identity-resolution/

7 Lytics. Life after the third-party cookie. 2021. https://www.lytics.com/resources/whitepapers/life-after-the-third-party-cookie/

5 iab. State of Data 2023 Data: Clean Rooms & the Democratization of Data in the Privacy-Centric Ecosystem. 2023.

1 Kihn, M, O'Hara, C. "Customer Data Platforms: Use People Data to Transform the Future of Marketing Engagement." John Wiley & Sons. 2020. 2 CDP.com. Getting Personal: Consumer Perspectives on AI in Marketing. https://cdp.com/consumer-on-ai-in-marketing-and-customer-service/

4 Customer Data Platform Institute. Retail TouchPoints Report. 2022. https://www.cdpinstitute.org/news/cdps-support-63-of-retail-personalization-programs-retail-touchpoints-report/

6 Lytics. Abandoned your Customer 360 strategy? Here's what you may have gotten wrong. 2022. https://www.lytics.com/blog/abandoned-your-customer-360-strategy-heres-what-you-may-have-gotten-wrong/

8 Adverity. CMOs are drowning in data, Adverity report finds. Sept. 2022. https://www.adverity.com/press-releases/cmos-are-drowning-in-data-and-distracted-from-consumer-behavior-adverity-report-finds

Sas

inte