

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.

Shoppers are seeking a personalized brand experience.

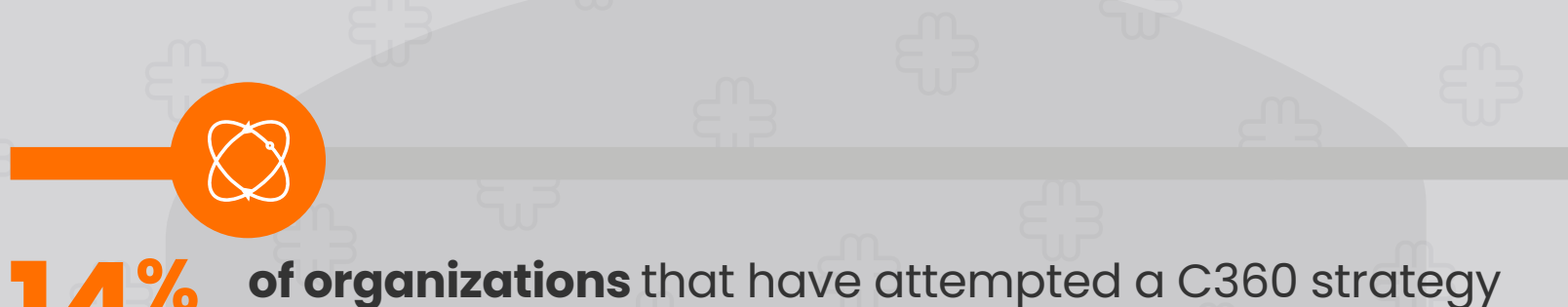
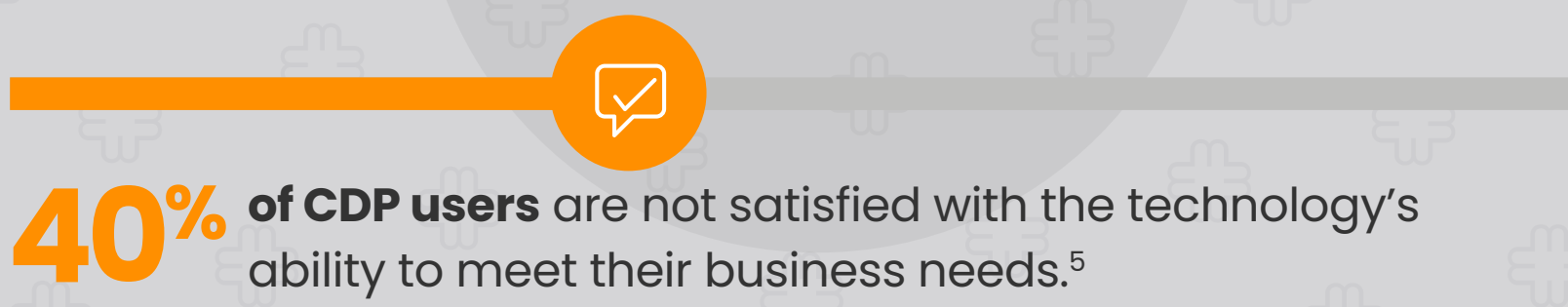


Retailers are taking notice.



84% of businesses agree that recognizing customers across channels and over time is extremely important.³

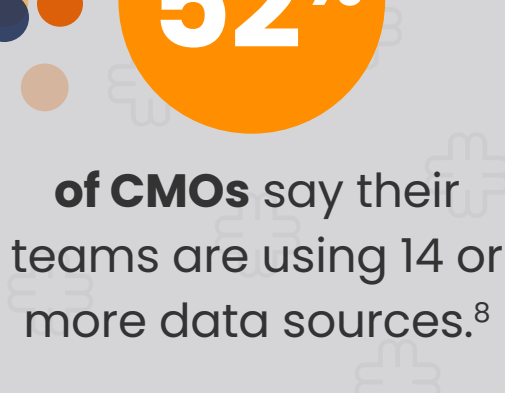
Marketers have turned to CDPs. But CDPs alone can't always meet their expectations.



Why? Optimizing CDPs requires a tricky combination.

Retailers must:

Process vast amounts of data ...



... 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.



Munvo

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



Singular MarTech focus since 2005



Deep retail expertise

120+

Enterprise Customers

500+

Marketing Solutions Projects

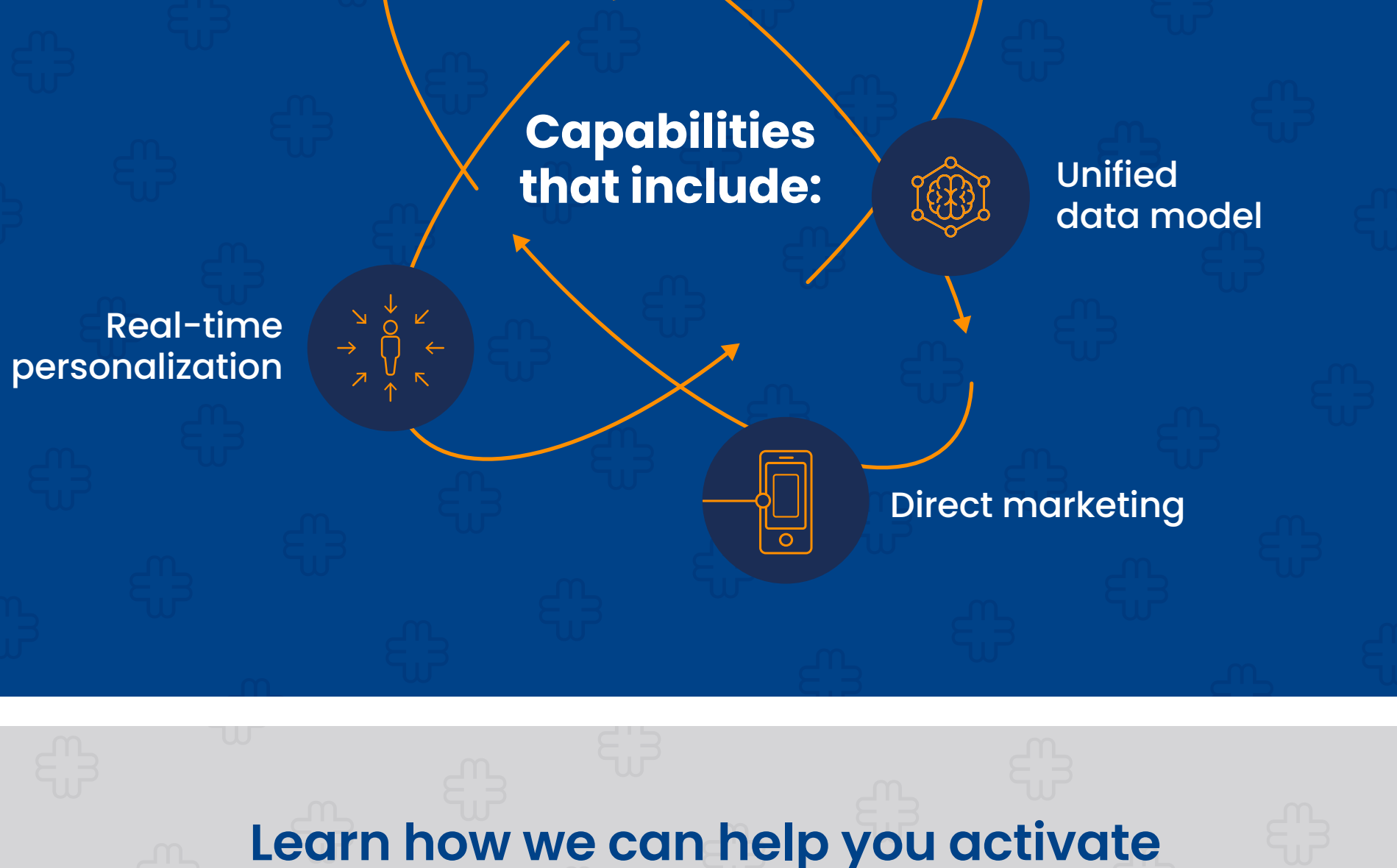
100+

Consultants and Developers



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