Capgemini

AN EXPERT'S GUIDE TO CONNECTED MARKETING

Drive powerful experiences that lead to successful outcomes

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The Rise of the Experience-Led Brands

Connected Marketing holds the promise to delivering 1:1 experiences at scale

We're reaching a tipping point in the world of marketing where companies are realizing that it makes more sense to focus on experiences rather than products or services—and, in order to do this, brands will need to embrace Connected Marketing. Two trends are driving the rise of Connected Marketing:

① Acceleration of digital transformation

Today, everyone is tied to a digital interface 24x7—giving companies more opportunities for richer and deeper engagement. But consumer expectations are soaring. If customers are going to give their time, attention and data to a brand, they expect personal, relevant and seamless experiences across touchpoints—that both inform and delight.

② Omnichannel marketing

Reactive marketing is extremely inefficient and costly—with virtually no ROI. Brands need to meet customers wherever they are, whenever they want and across multiple online and offline channels. Rather than waiting for the customer to drive engagement, it's up to the brand to predict mood and intent before proactively engaging the customer at the right time and the right place, in the right way.

Implementing Connected Marketing

Connected Marketing is the next evolution of customer activation that allows brands to deliver 1:1 experiences at a massive scale while, simultaneously, delivering a brand's signature digital experience—something that is unique, authentic and differentiating and provides contextually relevant value to the customer. On an operational level, Connected Marketing enables brands to use new data-based automation technologies to deliver this on a global scale and with brand consistency.

The technology to enable Connected Marketing strategies has evolved to a point where it's possible to meet customer expectations in real time and at scale. However, Connected Marketing is more than just technology. Companies need to put the right people and process in place to successfully evolve their marketing strategies.

Connected Marketing means customer activation by personalized, relevant and branded content, delivered in the right moment by a responsive, interdisciplinary and empowered marketing organization that is able to execute at scale through adequate marketing technology.

Connected Marketing Challenges

From silos to change resisters, implementing a new marketing foundation can be tough

There are several roadblocks preventing brands from delivering on the promise of Connected Marketing at scale. Below are some of the most important ones:

① Operational silos

It's no secret that legacy marketing organizations encourage silos. Individualized goals and KPIs force everyone to focus on the specific task in front of them. Success depends solely on executing their direct responsibility. This results in the right hand not knowing what the left hand is doing—leading to misalignment within the marketing department, as well as across other business units.

② Legacy infrastructure

Legacy infrastructure makes it impossible to deliver a seamless experience across the marketing and billing departments—especially when stakeholders can't even get a single view of previous customer interactions or when a lack of visibility prevents marketing teams from measuring results and value.

③ Enterprise scale

How do companies extend 1:1 experiences to millions of customers around the world on dozens or hundreds of distinct online and offline channels? It's not easy given existing workflows.

And companies can't just hire a massive sales force to scale. It's cost prohibitive. Companies need to leverage new advanced automation technologies such as artificial intelligence (AI), machine learning (ML), advanced analytics and Internet of Things (IoT) devices out in the field to enable scalability.

④ Lack of technology expertise

Most companies do not have the internal resources to build the necessary digital foundation to enable Connected Marketing strategies. These engagement channels can be quite complex and may even live across multi-cloud environments.

⑤ Resistance to change

Users throughout the organization will resist change—even if there are clear benefits on the horizon. True change follows success. Get some early, easy wins right out of the gate to build momentum and buy-in from critical stakeholders.

Most brands—faced with increasing competition, shrinking margins and pressure to do more with less—do not have the resources to take on this transformation on their own.

Experience-Led Business

Connected Marketing Challenges

The Capgemini Difference

Powerful, Connected Marketing

Value Across Stakeholders

Connected Marketing Case Studies

Capgemini Connected Marketing Resources

The Capgemini Difference

We take a customer-centric, data-driven approach to delivering Connected Marketing solutions

Capgemini understands that the world has shifted from a product-centric approach to a relationship-centric economy. We know that marketing is no longer linear, and that all channels must be orchestrated around the customer and their individual journey. And we realize that marketing cannot operate in a silo and needs to be integrated with other business units. But, most of all, Capgemini understands how to implement Connected Marketing strategies that work and transform the business.

Capgemini delivers Connected Marketing by orchestrating experiences

We pursue the deepest possible level of integration by developing a centralized ecosystem built on customer singularity and data-driven insights. This approach allows us to provide our clients with the ability to shape their strategy, to tailor brand experiences, to drive business effectiveness and to offer relevant and meaningful moments to all their customers, known and unknown.

Capgemini's Connected Marketing solution covers the entire value chain—from customer profiling to content strategy, campaign activation, cross-channel activation, operations and performance measurement—and we take a phased, best-practices approach to implementing the right solution for each customer. Our data-based approach allows companies to focus on customers to understand their costs and needs and map journeys.

We also have the technology partnerships needed to succeed

Capgemini works directly with digital transformation and marketing experts at Microsoft, SAP, Adobe, Pega, Microsoft and other innovative technology companies to deliver the best possible outcomes. Most importantly, we've been working with companies across a wide variety of industries. We know what works and what doesn't.

- **Data-driven:** creation of benefits beyond brand values

- **Responsive:** collaboration between departments

- **At scale:** services rely on business & IT interplay

- **Personalized:** unified and trusted data

- **Relevant:** Impact by fulfilling customer needs

Powerful, Connected Marketing

Capgemini Connected Marketing solutions touch every part of the marketing ecosystem

Brand Management

Capgemini helps companies define brand strategy, implement new, innovative technologies that work and generate new revenue streams for growth. This approach focuses on data to provide stakeholders across the organization with a 360-degree view of the customer so brands can understand their needs and preferences and target the people who are ready to buy. We can build the program and hand it off, or we engage long-term to drive Connected Marketing strategies for the company.

Marketing Organization

Capgemini helps companies define the set of functions, roles and resources within the business that are responsible for the execution of the marketing initiatives. We break down silos between departments so they can be responsive and deliver a high-level of consistency and governance across customers and channels.

Marketing Technology

Capgemini can design and deploy the right set of marketing technology solutions and tools to drive marketing initiatives, measure their effectiveness and make data-driven decisions—

and we have the right expertise to do this at scale across any industry. The goal, of course, is to implement advanced automation technologies to scale 1:1 experiences to a global audience.

Customer Activation

Capgemini can help companies design and build a digital foundation that enables the flawless distribution and optimization of content based on real-time understanding of customer's needs.

Content Marketing

Capgemini can build a framework for the production and management of engaging, entertaining or educational advertising materials. We make sure companies can create and personalize content at scale to deliver the right content at the right time in the right channel.

Value Across Stakeholders

Connected Marketing benefits the customer, the marketing organization and the company as a whole

Benefits to customer

Customers receive a connected experience from point A to point B that is uniquely tailored to their needs and preferences. This allows them to build a relationship with a brand—facilitating an on-going conversation rather than a series of repetitive interactions. The experiences are fluid and natural and save time by allowing consumers to get to the payoff faster. Ultimately, Connected Marketing strategies enable customers to make better decisions faster.

Benefits to marketing

Connected Marketing provides clarity and efficiency by breaking down silos across other business units. This new, 360-degree view of the customer enables a better understanding of behavior that is now visible and trackable. Visibility allows the marketing team to connect spend to results and gives them the ability to pivot or tweak campaigns to optimize ROI and achieve better results. Most importantly, Connected Marketing allows marketing organizations to align campaigns to real business objectives.

Benefits to the company as a whole

Connected Marketing enables better alignment across the organization through a singular strategy that runs across marketing, sales, commerce, service, support, finance, supply chain and other business units. Better alignment directly leads to an increase in revenue through efficiency and efficacy—providing more upsell, cross-sell and recurring revenue opportunities from happy, loyal customers.

THE CAPGEMINI VALUE PROPOSITION

10%
increase in online sales

64%
improvement in customer engagement

66%
increase in customer retention

31%
reduction in time to market

21%
increase in employee productivity

30%
improvement in operational efficiency

But don't take our word for it. Check out the following Connected Marketing case studies.

Ensuring content management adaption and scalability

Capgemini helps beauty brand leverage content globally to improve customer engagement

CHALLENGE

Building a brand today requires constant, on-going engagement with customers—giving them what they want, when they want, through the right channel. A leading beauty company with more than 50 global brands across 56 markets realized that its legacy digital asset management system wasn't able to pivot as needed and decided to revamp its content management strategies to be more engaging, dynamic and agile.

SOLUTION

Capgemini worked with the beauty and lifestyle company to implement Adobe Experience Cloud to efficiently manage its content lifecycle. The company now has a single source of truth for all marketing assets where content can be created, personalized, adapted for additional audiences and scaled to other regions and markets. This new content management solution allows 4,000 global users (in-house and agency) to manage and publish more than 230k pieces of content—ensuring brand consistency and compliance across its brand portfolio.

BENEFITS

19%
increase in team productivity

20%
reduction in time to market

23%
increase in revenue attributed to brand consistency

CHALLENGES

- Rising customer expectations around how they want to interact with lifestyle brands

- Lack of brand consistency across 50 brands in 56 markets

- Inability to scale content management in a cost-effective manner

SOLUTION

- Adobe Experience Cloud

Unlocking data to enable meaningful personalization

Capgemini helps global consumer brand enhance customer interactions

CHALLENGE

A global consumer goods brand understood that it needed to adapt to changing customer preferences and demands and launch an ambitious digital transformation initiative across the company with the goal of standardizing and improving customer experience across the board. In order to deliver on this promise, however, the company needed to identify sources of rich consumer data across their digital estate, make sense of the data and feed valuable insights to the marketing team so they could deliver more meaningful customer interactions.

SOLUTION

Capgemini worked with the consumer goods company to modernize its marketing stack with Adobe Marketing Cloud, centralize campaign management and enable personalization strategies. The Capgemini team identified and analyzed first-party data sources across the company's more than 2,000 digital properties and set up strategies to increase engagement and map desired customer journeys. The data is fed into Adobe to define segments based on attitudes and behaviors. Capgemini then helped the company create campaign templates for consistency and efficiency, scale the solutions across the global organization and implement a change management plan to drive buy-in and adoption.

BENEFITS

Better control
and utilization of customer data

Centralization
of campaigns across 400 brands in 87 global markets

Improved loyalty
from meaningful customer interactions through personalization

CHALLENGES

- Meet rising expectations from consumers who demand meaningful, fluid interactions across channels

- Unlock the power of rich customer data collected across the company's 2,000 digital properties

- Enable personalization through efficient, scalable marketing campaigns across regions and brands

SOLUTION

- Adobe Campaign
- Adobe Analytics
- Adobe Audience Manager

Delivering a true omnichannel experience

Capgemini helps major grocery chain compete with digital disruptors

CHALLENGE

Already under pressure from shrinking margins, a pioneer of the grocery supercenter in the U.S. was losing business to digital disruptors such as Amazon Fresh and Instacart. The company decided to transform its online experience to give its customers a seamless omnichannel experience that spans digital properties and offline interactions—and it needed to do this in an efficient way.

SOLUTION

Capgemini worked with the grocery store chain to create a seamless omnichannel fulfillment model across inventory management, warehouse and ERP systems—using SAP Commerce Cloud to synchronize all stores, distribution centers and corporate offices into a single source of truth. The visibility into supply, inventory, customer demand and logistics allows the company to maximize real estate on shelves and storage space in store—enabling an agile just-in-time delivery service for online customers. Adobe Experience Manager pulls insights from SAP Commerce Cloud to deliver personalized offers to customers, ensuring a reliable, consistent and convenient experience for shoppers across digital and offline channels.

BENEFITS

19x
climb in weekly run rate

300%
increase in online sales

800%
increase in online orders

CHALLENGES

- Facing shrinking margins due to increased competition in the grocery industry

- Loyal shoppers continue to raise their digital shopping expectations

- Opportunity to expand its grocery delivery service

SOLUTION

- Adobe Experience Manager
- SAP Commerce Cloud

Reducing technical debt with a headless model

Capgemini helps pharmaceutical company meet compliance requirements in a cost-efficient manner

CHALLENGE

Subject to strict regulations, a European pharmaceutical company is responsible for authenticating and reimbursing customers that purchase its medicines, but the company's IT systems responsible for checking requirements and maintaining customer compliance were out of date. The complex, bloated software created a massive amount of tech debt that was preventing the company from improving patient experiences or scaling to other markets.

SOLUTION

Capgemini worked with the pharmaceutical company to modernize its IT stack to a new headless marketing architecture powered by Adobe Experience Manager and Adobe Commerce. The solutions consolidate third-party reimbursement data in MuleSoft, creating a single source of truth that can be used to quickly and accurately authenticate eligible customers. This allows the company to deliver a new, simplified reimbursement process for customers wherever they log in.

BENEFITS

Streamline
the reimbursement process for customers

Scale
seamlessly and on-demand when new opportunities come up

Reduce
operational costs through a simple, modern headless architecture

CHALLENGES

- Rising customer expectations around how they want to interact with lifestyle brands

- Lack of brand consistency across 50 brands in 56 markets

- Inability to scale content management in a cost-effective manner

SOLUTION

- Adobe Experience Cloud

CONTACT US

Connected Marketing allows you to deliver deeper and richer experiences that customers want. The benefits extend across the customer, the marketing organization and the company as a whole—leading to loyalty, campaign optimization and efficiency, increased revenue and more desirable outcomes. But you can't do it alone. Reach out to the Connected Marketing experts at Capgemini to help guide your company through this transformation.

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ABOUT CAPGEMINI

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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