

CMO.AI

Marketing made more efficient and effective with advanced analytics and applied AI.

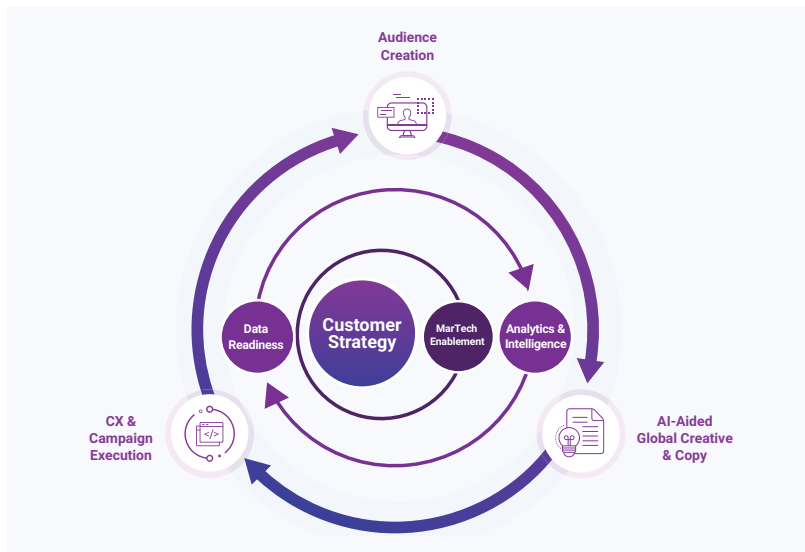


Marketers utilize just 42% of their MarTech stack capabilities today, as compared to 58% in 2020.

SOURCE: Gartner, October 2022 **Let's fix this!**

The CMO.AI Framework

Aware of the pressure marketers are facing, our unique CMO.AI framework is built to help companies leverage first-party data, use tools more effectively, and infuse intelligence into marketing programs.



Our Expert Team

Our team of data, engineering, and marketing experts are your partners in business growth and ROI optimization throughout the marketing value chain.

Marketing Performance Achieved Through CMO.AI

REPRESENTATIVE CLIENTS

Marketing Spend **25-30%** ↓

SQLs | Sign-Ups **20-22%** ↑

Cost per Acquisition **40-45%** ↓

Increased Order Size **5-10%** ↑

What CMO.AI Enables

FOR B2B & B2C CUSTOMERS



Personalized Experiences



Improved Satisfaction



Appreciation for Loyalty

FOR MARKETERS



Customer Data Capture



Descriptive, Predictive, + Prescriptive Analytics



ROI Optimization

Our Services

Customer Strategy • MarTech Enablement • Data Readiness • Activation • Intelligence

CMO.AI Featured Case Studies

US Multinational FinTech Leader

MarTech Strategy + Enablement

- Removed the siloes between disparate **systems of data and intelligence**
- Established a **marketing cloud** and integrated **enterprise business applications**
- Activated **intelligent campaigns** on a fully enabled **MarTech ecosystem**, improving customer attrition and **optimizing ROI**

US-based Multinational Fast-Food Chain

Real-time Predictive Analytics

- Enabled a **360-degree view of the customer** through the integration of a **Customer Data Platform (CDP)**
- Implemented **Customer Engagement Management (CEM)** for marketers to apply **intelligence to activation**
- **Improved ROI** on marketing through **real-time predictive analytics** engines

Chinese Multinational Technology Company

Intelligence-based Activation

- Selected the right **MarTech platforms** to connect advertising and sales programs
- Enabled marketing and sales teams to **reallocate resources to the best performing campaigns** through deep intelligence
- Optimized resources and media spend to **improve ROI** on sales and marketing

US Collision Repair Leader

Insights-driven ROI Optimization

- Connected disparate sales and marketing systems for **full picture business intelligence**
- Proactively **allocated marketing budgets and resources** to local service centers based on need
- **Improved ROI** on marketing programs through real-time intelligence dashboards

Why Centific

Centific is a global engineering and marketing company that helps customers realize value in their Adobe marketing transformation journey through custom solutions and professional services.



People

A collaborative, cross-disciplinary team with 25+ years of experience leveraging data and intelligence to drive business growth for organizations.



Process

Frameworks that unlock the full customer picture and infuse intelligence while maintaining data security and government policies and regulations.



Platforms

Bronze Partnership with MarTech leader Adobe, while maintaining a technology-agnostic approach to doing more with existing resources.

Want to learn more? Drop us a line at solutions@centific.com and sign up for a free assessment.