

# POWER THE NEXT ERA OF EXPERIENCE INNOVATION

Introducing the Merkle Connected CX Cloud





## THE EXPERIENCE IMPERATIVE

### Why we need a new approach to the CX stack

In today's experience economy, brands win or lose by their ability to deliver contextual and compelling personal experiences. Through its proven impact on value generation and growth, personalization at scale has become a unifying priority across C-suite leadership by improving customer experience and loyalty, building brand differentiation, focusing customer experience (CX) innovation, and aligning business strategies.

Success or failure hinges on the mastery of customer data, and the identity decisioning, and activation capabilities that empower each customer's unique journey. **But increasingly, brands have hit a wall when it comes to delivering new kinds of value from their current customer data.**

*When CX leaders were asked which technologies and capabilities they're incorporating into their businesses, the top answer by far was "delivering personalized experiences in real time" – coming ahead of things like connected devices, enhanced payment technology, and AI..*





## WHAT'S GETTING IN THE WAY?

Data's value depends on its immediacy and accessibility for application. But massive growth in available data and continually evolving regulations make harnessing that data a key challenge. At the same time, the approach many brands take to their CX investments is shaped by a crowded, confusing, and ever-changing martech landscape.

A recent survey by Gartner<sup>1</sup> highlights the key challenge:

- While the vast majority of marketers this Gartner survey believe they have the right tools to power personalization...
- ...nearly two-thirds say leveraging customer data for execution still presents a significant challenge.

In other words, brands have bet big on new tools and tech to improve at personalization. **But few have invested equally – or even adequately – to improve the foundation of customer data that empowers those tools.**

1 Gartner, "Customer Data Platform Use Is High, Yet Customer Data Management Challenges Persist." 2021

## A CLOSER LOOK

### Critical data roadblocks to personalization at scale



#### Identity Resolution

**IMPACT:** Unable to recognize customers and deliver relevant content, offers, and experiences across touchpoints.

**ROOT PROBLEM:** A proliferation of customer privacy legislation and big tech's drive to stay ahead of the curve have made individual identification across platforms increasingly more complex.



#### Data Silos

**IMPACT:** Experiences are fragmented and inconsistent due to the lack of a single, enterprise-wide source of customer data.

**ROOT PROBLEM:** Disparate and duplicate sets of customer data are locked in various clouds, on-premise platforms and geographic locations built for product- or channel-specific applications



#### Scalable Storage & Compute Platforms

**IMPACT:** Everything from next best actions to new business strategies are stalled without real-time data integration and activation services.

**ROOT PROBLEM:** Systems requiring hard-coded connections and data replication in large volumes make the current data architecture brittle and unwieldy – slowing access to analytics for key business decisions.



#### Robust ML & AI Adoption

**IMPACT:** CX fails to keep pace, and brands fail to realize the full value potential of their own customer data.

**ROOT PROBLEM:** As customer data grows in complexity and volume, brands may lack the speed, performance, and flexibility of cloud environments to power ML and AI solutions.



#### Omnichannel Activation

**IMPACT:** Personalization programs fail to mature beyond two or three channels, or into other areas like customer service.

**ROOT PROBLEM:** While focusing on point-solution improvements to their CX, brands ignored the importance of creating the most complete and accurate customer profile and source of truth.

## BRANDS NEED A NEW APPROACH TO CUSTOMER DATA

As a result of these challenges, many businesses have hit a wall when it comes to:

- Meeting consumer expectations for contextual, connected experiences
- Driving new kinds of value from customer data
- Getting the full capabilities and ROI out of their CX tech stack
- Building the agility to deal with cookie deprecation, privacy regulations, and other new and emerging challenges
- Capturing all the benefits of personalization at scale:

↑1.6x

higher brand awareness

↑1.7x

customer retention

↑1.4x

faster revenue growth

↑1.6x

customer satisfaction rate

50%

of execs report improving customer data management is top CX priority

Business leaders “intend to improve management of customer data as their top CX priority over the next 12 months, because they recognize that creating the immersive, personalized, and compelling experiences customers now expect comes from integrated customer data systems, improved uses of customer data to generate insights, and the combination of legacy technology with modern, cloud-based solutions.”

— *VentureBeat, Survey Report, 2021*



INTRODUCING  
**THE MERKLE  
CONNECTED CX  
CLOUD**





## POWER YOUR NEXT ERA OF EXPERIENCE INNOVATION

### Introducing the Merkle Connected CX Cloud

The Connected CX Cloud is a future-forward superstructure for the delivery of hyper-personalized, value-building experiences to customers and prospects – one that:

- Takes a more comprehensive approach to the interconnected technologies and services that power personalization at scale;
- Prioritizes overall adaptiveness and scalability beyond the benefits of any single solution;
- Embraces the cloud not just as infrastructure, but as a force for building business value;
- Bridges marketing and IT to unite data and martech that have traditionally existed in silos, hindering a connected customer experience;
- Fully integrates and empowers data into every corner of the enterprise to accelerate the automated, insights-led, in-the-moment delivery of connected, personalized experiences.

Powered by Merkle's innovative identity platform Merkurs and designed with a modern experience architecture, it is built upon a flexible ecosystem that boosts agility, streamlines innovation, and speeds time to value.

*Through seamless integration of technologies, services, strategies, and processes, the Connected CX Cloud gives you greater command of customer data – with a more holistic and highly elastic way to share, automate, safeguard, and empower that data across all channels.*

\*Marketing Data & Analytics, [Survey](#), 2020



## THE COMPLETE FOUNDATION FOR A MORE CONNECTED EXPERIENCE

### IDENTIFY THE CUSTOMER

**Leverage a single ID.** Connect disparate data with a single Mercurry identifier to drive the creation and activation of your customer profiles.

### BUILD THEIR PROFILE

**Add to your customer profile.** Leverage thousands of valuable 3P profile attributes to enhance your customer profile and drive targeting and personalization.

### SEE THEM IN CONTEXT

**Create a single source of truth.** Leverage modern data integration and warehousing techniques to curate online and offline data into a single customer profile.

### BREAK DOWN SILOS

**Drive better integration.** Reduce data replication to maintain a single source of truth while democratizing data across all CX driving platforms.

### ANTICIPATE THEIR NEEDS

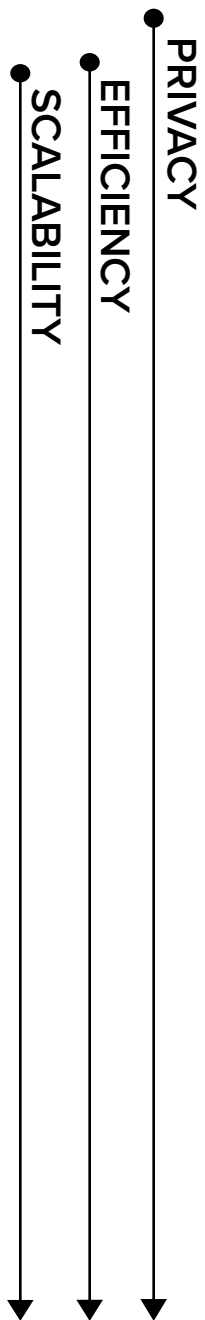
**Empower AI & ML.** Drive automated and optimized next best customer experiences at scale by leveraging near infinite compute offered by cloud technologies.

### MEET THEM IN THE MOMENT

**Activate the customer profile leveraging identity.** Utilize your identity graph to make available the relevant customer data in the customers' platform of choice to drive their experience.

### ASSESS YOUR SUCCESS

**Leverage data and identity to close the loop.** Measure the impact of customer interactions using the consolidated customer event stream integrated with data visualization tools to gauge conversion.







**DRIVES BETTER BUSINESS VALUE:**



**Make experiences more personal**

Greater bbrand awareness, preference, & satisfaction



**Make commerce more seamless**

Bigger transactions, share of wallet, repeat purchases, & likelihood to buy



**Make advertising more addressable**

Lower ad spend & cost of acquisition; higher engagement, recall, & ROMI



**Build loyal customers over time**

Higher retention, brand advocacy, & customer lifetime value



**Enable employees to deliver experiences**

Better efficiency, innovation agility, & competitive advantage

## KEY COMPONENTS OF THE MERKLE CONNECTED CX CLOUD



### COMMON IDENTITY

The common identity, powered by Mercury, is the core of the Connected CX Cloud solution and vital to the ability to track individuals through their experience, both online and offline to provide the next best action.

### DATA INTEGRATION

Data preparation, integration, and enterprise-wide reuse of data assets leveraging modern architectures and technologies on industry-leading cloud platforms.

### DATA PLATFORMS

Implementation and integration of industry-leading CDPs, development of cloud data warehouses, and privacy-safe sharing capabilities through clean rooms.

### ML & ETHICAL AI

Deployment and integration of ML operations tools and AI applications – with an emphasis on ethical AI – that leverage a variety of data types for integrated processes across all lines of business and industries.

### ORCHESTRATION & ACTIVATION

Real-time customer segmentation and data activation capabilities to drive personalized messaging, campaigns, and experiences across channels

### DATA FABRIC

Integrates customer data, identity resolution, and data enhancement capabilities across the ecosystem. Protects and harnesses value from the data by leveraging flexible, scalable, privacy safe data assets, limiting data redundancy, democratizing data assets, and maintaining privacy and data governance.





## A FUTURE-PROOF SOLUTION FOR CRITICAL BUSINESS NEEDS



### Enterprise Customer Data Hub

Are data silos preventing you from activating your customer data? Quickly and easily integrate, enhance, and make actionable data from any source to any target activation platform.

**With the Connected CX Cloud**, the open architecture allows multiple ingestion patterns for different data sources including data sharing which may be used with source and target systems, allowing for a true single source of truth for the customer.



### Complete Individual Identity Resolution

Struggling with identification rates on your website? Leverage the Merkury tag to increase identification of current customers and prospects.

**With the Connected CX Cloud**, identity is considered holistically. Leveraging both offline and online data, a single ID is made available for each individual. This identifier allow the creation of the customer profile as well as the activation of that profile across different platforms.



### Consumer 360 Profile

Need more complete view of your customer to personalize their experience? Build on your first party data, connected with a single ID, and enhanced with thousands of valuable third-party attributes.

**With the Connected CX Cloud**, enterprise data hub and identity resolution build the foundation while Merkury's DataSource takes that customer profile to the next level by providing intelligence around lifestyle, competitive shopping, demographics, and much more. All of this allows you to up your personalization game.



### Centralized Insights and Audiences

Hindered in the creation of customer insights and audiences? Leverage a single customer source of truth for all analytics and audience activation platforms through modern data integration.

**With the Connected CX Cloud**, once lengthy data distribution and integration processes between platforms become much simpler. Leverage Merkle's OOTB analytics and audience strategy and management capabilities or bring your own.



### Data-Driven Personalization

Seeking to maximize the value of your customer data? Leverage the most accurate, intelligent individual profile to personalize experiences across all touchpoints.

**With the Connected CX Cloud**, your customer data becomes actionable for enhanced profiling, insights, analytics, next best decisioning, and measurement in a single, accessible location.







## **DRIVING BETTER OUTCOMES**

Across the enterprise

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### **CEO**

“How can I build and leverage our most valuable asset, our customer data, to deliver maximum value to the organization?”

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### **CMO**

“How do I deliver more personalized experiences consistently across online and offline channels?”

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### **CIO**

“How do I process more data at faster speeds leveraging cloud technologies?”

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### **VP, Customer Service**

“How do I leverage the customer data asset both enhance the call experience and reduce call times?”

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### **VP, Commerce**

“How do I leverage what I know about our customers to create more shoppable moments?”.

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### **VP, Business Intelligence**

“How do I make our customer data asset available to individuals across our enterprise to act on?”

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### **Practitioner, Data Science**

“How do I leverage our customer data to predict the next best interaction with our customers?”

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### **Practitioner, Marketing**

“How do I leverage our customer data to drive more personalized and relevant experiences?”.

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### **Practitioner, Information Technology**

“What is the most optimal way to house a single source of truth for customer data?”

## KEY DIFFERENTIATORS

### Industry-leading identity resolution

Merkury delivers PII-based IDs and data associated with consumers unknown to your brand

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### Stronger data quality and governance

Decades of martech leadership informs a data fabric that automates discovery, governance, and consumption of your data for more hyper-personalized CX

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### More reliable real-time data services

Advanced real-time processing architecture fuels personalization with live, in-the-moment decision-making

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### More capabilities, seamlessly integrated

Global leadership in CX transformation and proven expertise in activation platforms underpins more seamless and robust integrations with the widest array of martech, adtech, and biztech solutions.

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### Greater flexibility and scalability

Our solution can leverage Merkle's deep alliance relationships to accelerate success within an existing dedicated tech stack – while our cloud-agnostic approach can support and scale in any ecosystem

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### Superior portability

Enables a single source of truth – plus owner control of their own data domains to meet their specific use cases, thus providing the ability for anyone to access data at any time without deterioration in performance

# 29%

According to a report from MIT Technology Review, only 29% of senior executives worldwide believe that they have a mature data strategy.

— MIT Technology Review

“Marketing and other business leaders often underestimate the complexities of data.”

— Gartner, “Top 10 Data and Analytics Trends







## **PARTNER SMARTER**

**Merkle partners with leading global brands to create differentiation and disruption through a proven framework of data and experience transformation.**

### **Experience**

Marketing data, analytics, and technology are the core of what Merkle has done for more than 30 years.

### **Bridges**

Our technology consulting group bridges the CIO/CMO gap by developing an actionable sequence of recommendations that are tied to specific marketing goals and outcomes.

### **Expertise**

Merkle has depth across the full spectrum of martech, with more than 1,000 technology professionals, including subject matter experts in every component of the CX stack.

### **Use-Case Approach**

With extensive hands-on technology implementation experience, Merkle brings a real-world approach to strategic technology recommendations that accelerate time to value.

## **A RECOGNIZED LEADER**

Merkle ranked as a Leader in The Forrester Wave™: Customer Data Strategy and Activation Services, Q2 2022 report by leading independent research firm Forrester Research, Inc. Areas of excellence where we received the highest scores possible include:

- First-party PII management
- Marketing technology
- Cross-channel marketing execution
- Execution Roadmap



## PARTNERS IN INNOVATION

### Deep alliance relationships accelerate success on your Connected CX Cloud

We collaborate with some of the world's leading companies to deliver business value and innovation on the Connected CX Cloud. Our alliance partnerships with ecosystem pioneers and joint innovators help you accelerate at scale and improve the ROI of your technology investments into an ever-evolving future.





## NEXT STEPS

The path forward will be different for each organization, but every experience and technology leader can begin the journey by asking the following questions:

1. What is the goal we are reaching toward with for our technology and data enablement?
2. Are we **integrating sales, marketing, and service data** with core and operational data in real time to provide the most relevant personalization for our customers and prospects?
3. Are we able to recognize customers when they interact with our organization, **even if they are not logged into our applications**?
4. Do we have a single view of our customers that is **accessible to the entire organization**?
5. Is there **one source for consent and preferences** to streamline and support an automated response to any privacy inquiry?
6. Are we **embedding intelligent automation** throughout our CXM process/stack to overcome batch-and-process data bottlenecks?
7. Are we able to **scale our data infrastructure easily** and cost efficiently for peaks and valleys in our business cycles?
8. Do experience makers across our organization have the in-the-moment ability to identify customers across channels and in person – and **attribute their interaction** back to their customer profile?
9. Are innovations and experience technology projects stalled because we **can't move data** when and where it needs to be activated?
10. Does our CX framework evolve as an **integrated, high-performance superstructure**, or are we building our way through disconnected, ad-hoc solutions?





## ENGAGE WITH US

Tap into a proven knowledge base built on hundreds of projects, programs, and implementations. Get industry-specific insights and guidance. Have a frank and productive talk directly with a Merkle Connected CX Cloud specialist in a 60-minute consultation, at no cost.

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## ABOUT MERKLE

Merkle, a dentsu company, is a leading data-driven customer experience management (CXM) company that specializes in the delivery of unique, personalized customer experiences across platforms and devices. For more than 30 years, Fortune 1000 companies and leading nonprofit organizations have partnered with Merkle to maximize the value of their customer portfolios. The company's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive hyper-personalized marketing strategies. Its combined strengths in consulting, creative, media, analytics, data, identity, CX/commerce, technology, and loyalty & promotions drive improved marketing results and competitive advantage. With more than 14,000 employees, Merkle is headquartered in Columbia, Maryland, with 50+ additional offices throughout the Americas, EMEA, and APAC. For more information, contact Merkle at 1-877-9-Merkle or visit [www.merkleinc.com](http://www.merkleinc.com).