

# Intelligent Digital Marketing

MAKING THE CONNECTIONS THAT DRIVE GROWTH

## Fragmented teams lead to frustrated customers.

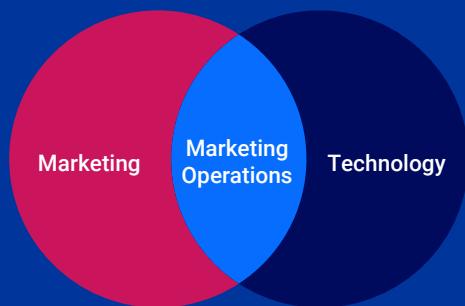
When brands are unable to bridge the gap between marketing and operations:

- Campaigns fizzle out
- Budgets go spiraling
- And customers get lost in the shuffle

But when the two connect under a marketing operations methodology, we create a formidable engine for growth.

Engaging customers at critical points in their journey – and having the data and insights to optimize this journey confidently – requires deeper connections: in your business, across digital, and with your customers.

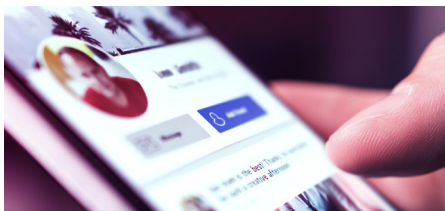
## Intelligent Digital Marketing in Action



Pactera EDGE's Intelligent Digital Marketing services create the connections that matter to your business. Our data-driven, human-centric approach helps you **make sense of the digital chaos and delight customers across the brand journey.**

## Connecting Customers to Best-in-Class Experiences

*Pactera EDGE helps companies develop data-first strategies that redefine customer experiences.*



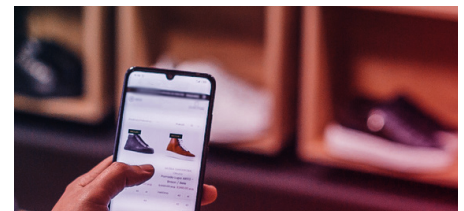
### Connect Customer Data

Connect customer data, channels, and journeys to create a single view of the customer.



### Generate Actionable Insights

Access rich customer data to discover new insights and make smarter marketing decisions.



### Optimize Brand Experiences

Create personal, contextual, and relevant brand experiences that engage customers across channels.

# End-to-End Intelligent Digital Marketing Services

*Bridge the gap between teams to fuel marketing and business growth.*



## STRATEGY

Audience Research + Segmentation  
Journey + Channel Planning  
Technology Architecture  
Data Readiness Assessment  
Change Management



## EXPERIENCES

Customer + Brand Journey Personalization  
Content + Commerce Websites  
Campaign Orchestration + Management  
Localization + Translation  
Chatbots + Virtual Assistants



## DATA ENGINEERING

Data Ingestion, Sanitization, + Correlation  
Data Warehouse Consolidation, Optimization,  
+ Modernization  
Machine Learning + Predictive Modeling



## INSIGHTS + INTELLIGENCE

Measurement Strategy  
Performance Tracking | Analytics  
AI-Driven Actionable Intelligence  
Data Visualization | Dashboards

## Our Accelerator Toolbox

*Supercharge your marketing effectiveness and lovability, quickly and at scale.*

### Strategic Frameworks

Decision Dashes  
Design Sprints + Design Thinking  
Customer Research Methodologies  
Creative Ideation  
Messaging Frameworks  
SEO Strategy + Optimization

### Content + Commerce

Platform Evaluation Framework  
Platform Partnerships  
Reference Architectures  
Offshore Development

### Creative Studio

Brand Lab  
Persona + Journey Frameworks  
UI Reference Libraries  
Proprietary Language Services Platform  
Copy + Content Production at Scale

### China Market Enablement

China Customer Insights  
China MarTech Enablement  
WeChat + SCRM  
Data Security + Compliance

**Operational agility is more important than ever**

**BUSINESS AND BUDGET PRESSURES ARE THE NEW NORMAL FOR MARKETING AND TECHNOLOGY TEAMS. DISCOVER HOW PACTERA EDGE CREATES THE CONNECTIONS THAT HELP LEADERS ACT WITH AGILITY.**

**pacteraedge.com**