

**Optimise your
personalised marketing -**
transform your customer data
into customer insights.





Who Am I

1 shoe to fit them all



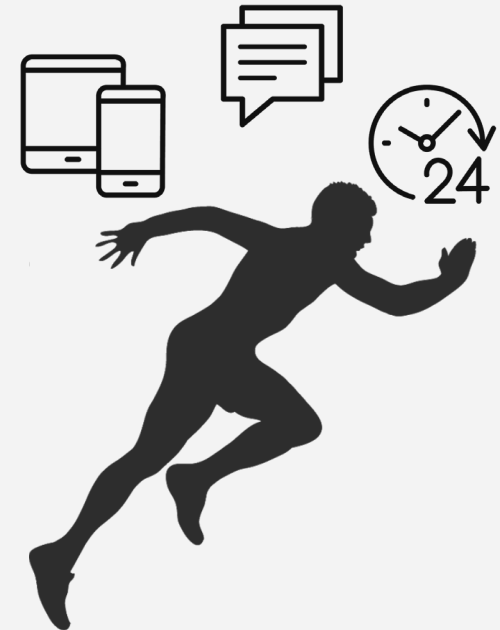
E-mail spray & pray



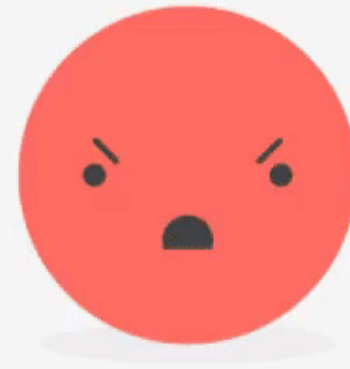
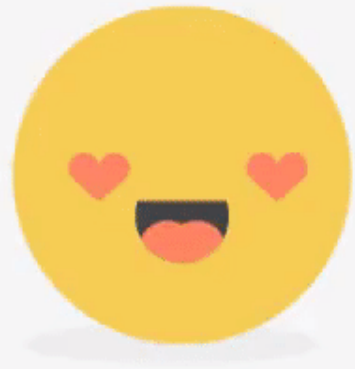
QUANTITY

QUALITY

Evolution of digital marketing



HOW WAS YOUR EXPERIENCE?



Millennials (Generation Y)

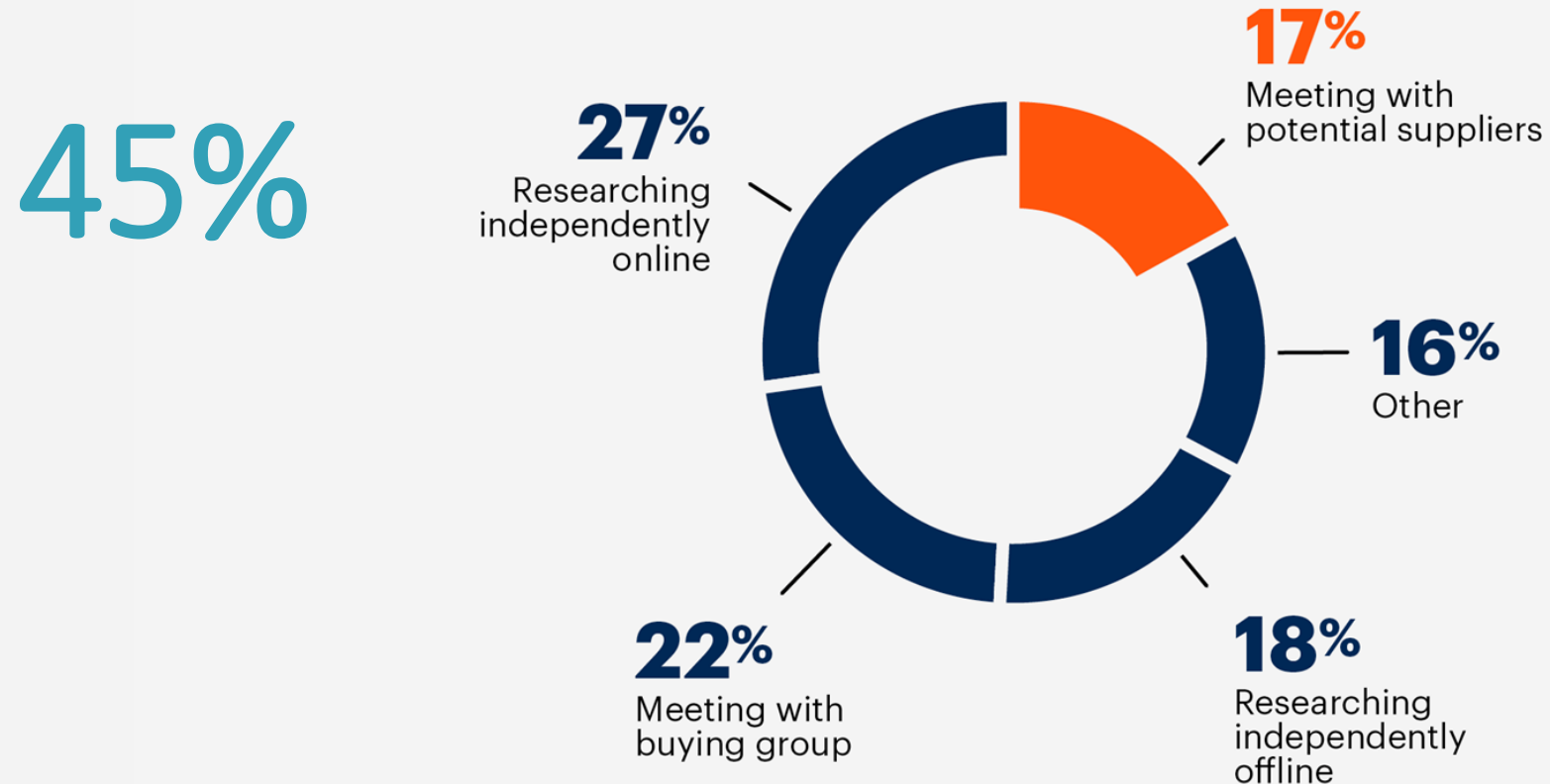
42%

of B2B buyers are under 40 years old.

(source: Forrester)

A decorative green wavy graphic at the bottom of the slide, consisting of several rounded, overlapping shapes in a vibrant green color.

Distribution of buying groups' time by key buying activities



n = 750 B2B buyers
Source: Gartner
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CRM + Marketing Automation – the way to
personalised marketing.

How to optimize your personalised marketing by transforming customer data into customer insights?

CRM + Marketing automation

There is no better way than to align sales & marketing. The result: **more leads and conversions!**



The background of the slide is a photograph of several large, cylindrical industrial silos or storage tanks. They are made of metal and show signs of rust and wear. The silos are arranged in a row, and the sky above them is overcast with grey clouds. A white, semi-transparent geometric shape, resembling a tilted rectangle or a piece of paper, is overlaid on the right side of the image, containing the text.

Multiple Data Silos

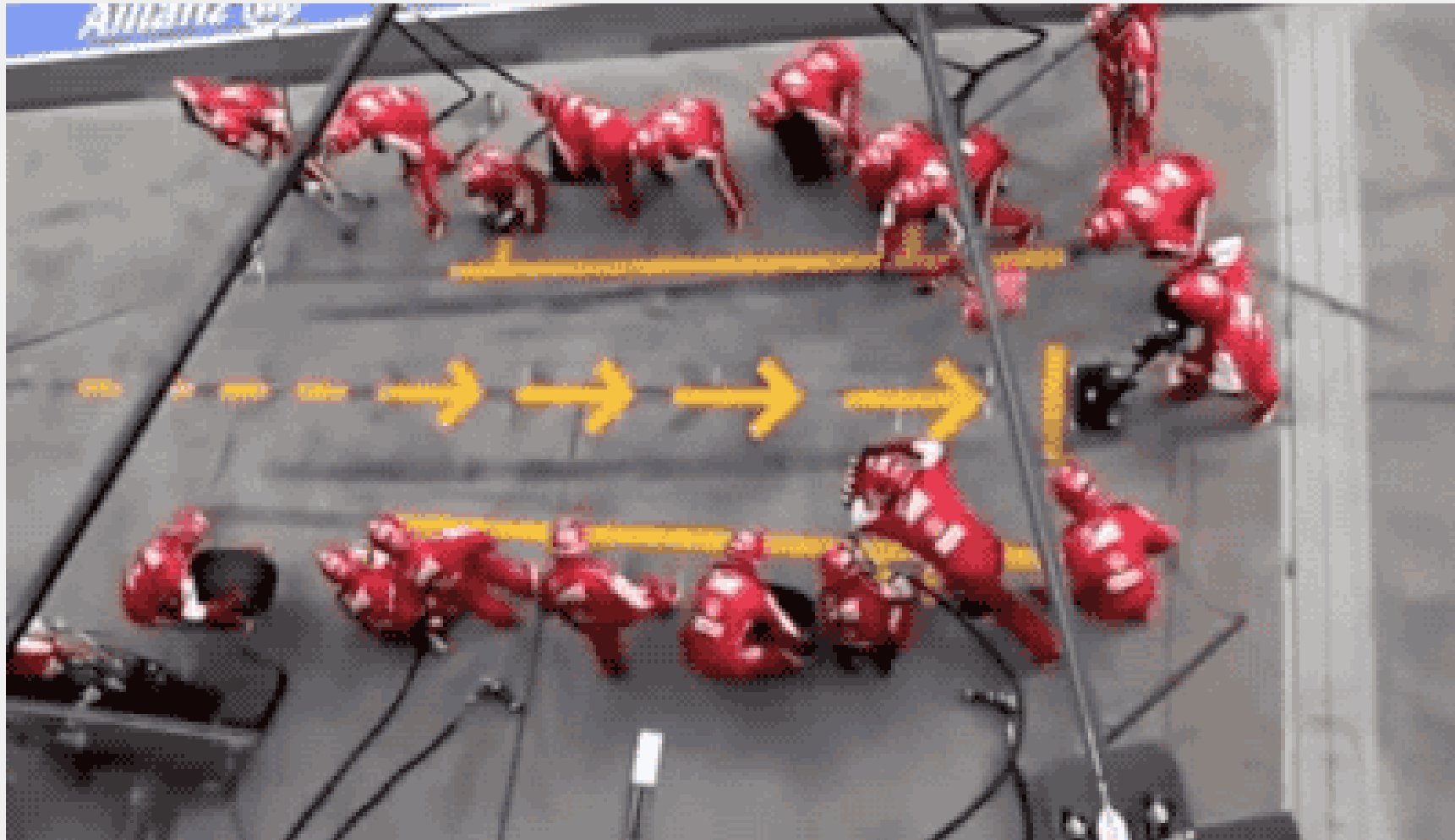
Multiple Human Silos





The background of the slide is a photograph of several large, cylindrical industrial silos. The silos are made of metal and show signs of rust and wear. They are arranged in a row, and the sky above them is overcast with grey clouds. A white, semi-transparent geometric shape, resembling a large triangle or a piece of paper, is overlaid on the right side of the image, containing the title text.

Breaking down Data Silos



1 shoe to fit them all



A black and white photograph of a young man with short dark hair, smiling broadly while holding a smartphone to his ear. He is wearing a dark jacket over a collared shirt. The background is blurred, suggesting an outdoor urban setting.

Let's hear from a customer instead!

Customer Case

SMART SENIOR

Who Am I & What is Smart Senior?



Our MA setup & data

SMART SENIOR



What We Do in MA

SMART SENIOR



Examples of Challenges

OR: 60%

CTOR: 30%

Soft-conversion: 47%

Examples of Success

Future Plans

