



Integrated marketing services at scale

Connect with customers on their terms

Today's world is changing faster than ever. Rapidly evolving business environments and customer expectations are challenging brands to deploy personalized campaigns and drive one-to-one customer engagement with limited resources and tight timeframes.

In response, Capgemini built a powerful new solution that delivers personalized and integrated content at scale in a way that works for your business. Through a unique virtual marketing studio approach, Capgemini delivers a comprehensive solution that encompasses the entire marketing ecosystem.

The solution integrates every facet of your marketing organization: strategy, creative, content, technology, analytics, and more. Using our approach, clients work with a single, cross-functional, and solely dedicated team to help ideate, build, run, and optimize your marketing campaigns all while driving game-changing business efficiencies.

Value drivers

- Integrated approach to a comprehensive suite of marketing needs
- High-touch, high-volume support
- Aggressive, cost-efficient model: immediate savings of up to 30%
- Rapid time-to-market: get started in under 30 days
- Highly scalable model grows with your organization.

Marketing services

- Campaign strategy, design, and operations
- Content strategy, platform support, and content production
- Creative design and continuous creative production
- Analytics measurement strategy, KPI definition, and data-driven decision making with ongoing reporting and insights



The marketing services at scale approach

Capgemini’s integrated marketing services at scale helps clients bring marketing and technology teams closer together than ever before. Through the program, we partner with clients in every stage and aspect of their customer-engagement journey, addressing gaps, building solutions, and optimizing them for continued, scalable success.

Experience not just on the marketing platforms, but well-versed across the marketing lifecycle focused on campaigns or tactics including Web, Email, Mobile, Analytics, Search and Display



About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients’ opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of \$18.5billion.

Learn more about us at

www.capgemini.com

Note: current conversion is €1 to \$1.09 (4/1/20)

People matter, results count.