

# **Deliver** high-impact experiences



**5 tips for CMOs**  
to rethink personalized  
customer engagement

# 1. **Rethink** what matters: output vs outcome

To influence customer preference and loyalty, unite marketing, sales, and service employees with goals and measurements that are customer-centric. Consider adopting an Experience Level Agreement (XLA) approach to focus on the continual, proactive improvement of experience as perceived by the customer instead of internal performance metrics. **Read more.**

## 2. **Democratize** customer data with a CDP

Break down internal silos to harness more insights from customer data. A customer data platform (CDP) unifies data across martech, CRM, ERP and beyond the enterprise, providing a clearer picture of the full customer experience to provide more relevant engagement throughout the journey. [Read more.](#)



### 3. **Personalize** experiences at scale without breaking the bank

While organizations are realizing the value of personalization, marketers and content creators must contend with the work needed to meet increasing demand for tailored content. Luckily, there are paths to scalable personalization that are compatible with shifting budgets. [\*\*Read more.\*\*](#)

## 4. **Build resilience** in your content supply chain

Personalization requires more digital content that must be stored and managed.

Consider Digital Asset Management (DAM), a centralized system for organizing and accessing all your media assets, to deliver more accurate and relevant content – and a more consistent experience – for your customers. [\*\*Read more.\*\*](#)

## 5. **Evolve** from monolithic to composable

To increase agility, organizations are shifting to more modular, composable digital experience platforms (DXPs). Marketers can use these to build their own configurations and rapidly deliver task-oriented capabilities that continually offer customers the experiences they expect.

**Read more.**

# Help is here

If you're looking to evolve your digital strategy, increase returns from your technology investment and harness more meaningful insights from customer data, our global professionals can help.

**Contact us today** to deliver high-impact experiences faster.



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