

Win more business with intelligent experiences

Insight Marketing solution powered by Microsoft, Adobe and Avanade



Are you keeping customers close enough?

Your customers no longer want information from brands. They demand personalized experiences and immediate, highly relevant outcomes with every engagement.

Meanwhile, your competitors are transforming their business models to deliver on these modern expectations, rapidly welcoming the next generation of customers.

The impact is massive:

44%

of consumers **are frustrated when companies fail to deliver relevant, personalized shopping experiences.**

58%

of consumers **would switch half or more of their spending to a provider that excels at personalizing experiences** without compromising trust.

73%

of CEOs **acknowledge the need for products, services and experiences that are more meaningful** to their customers.

Source: Accenture Global Strategy, Global Consumer Pulse Research 2017, <https://www.accenture.com/us-en/insight-hyper-relevance-gcpr>

Unify marketing and sales to deliver the engaging, intelligent experiences your customers deserve.

Insight Marketing from Avanade provides the connected sales-marketing insight you need to become an **intelligent enterprise**, driving successful sales and marketing campaigns that lead to **real customer engagement** and tangible business results. A cross-industry platform, it enables the **insight for you to predict, act and lead** your industry, bringing together Microsoft and Adobe's market-leading technologies in a new, innovative way.

Make your brand irresistible

Don't waste time with superficial changes and short-sighted strategy.

Deliver loyalty-driving, intelligent customer experiences through insight-led action.

Bridge analog and digital to enhance customer experience

Insight Marketing provides precise customer segmentation and insights on propensity to purchase that can improve teamwork between marketing and sales.

How? By combining the power of Microsoft Azure Machine Learning and Adobe Campaign with insights from external data sources like LinkedIn, all captured in Microsoft Dynamics 365.

Insight Marketing can help you:

- **Proactively propose the right campaign on the right channel at the right time** by understanding your customer's digital interactions and in-person engagement
- **Enable personalization of key interactions** by providing employees with a 360 degree view of your customers and their unique customer journeys
- **Make informed, intelligent decisions about the next best offer or next best action** (either automated or in-person) through machine learning and data enrichment

The end result is an accelerated qualification process that **improves customer experience**, and ultimately, revenue.



Intelligent experience-driven business delivers sustained improvements in your enterprise performance

Insight Marketing combines proven, powerful technology and world-class expertise to help organizations thrive and grow by satisfying their customers in every interaction, in any channel. Avanade clients have realized substantial returns from transforming operations based on data and an uncompromising focus on customers.



Contact us to get started

Schedule an **Insight Marketing demo** today. Send a [request](#) and we'll be in touch.

To learn more, watch the solution [video](#) or visit www.avanade.com/insight-marketing