



## INNOVATIVE SOLUTIONS TO TURN PROSPECTS INTO LIFELONG FANS

UNLEASH THE  
POWER OF  
THE ADOBE  
MARKETING  
CLOUD



**MarketMix is a tested solution** that helps brands delight consumers across all touch points – on-line, in-store, and on-the-go. Designed to enhance marketing speed and agility, the platform provides an integrated set of experience management, commerce, social marketing, personalization, campaign management, and analytics capabilities.

## REGAIN CONTROL OF YOUR MESSAGE

Deloitte Digital's MarketMix is more than technology. It's a complete set of reusable assets, tested methodologies, packaged integrations, and industry-specific governance and process models – built on the Adobe Marketing Cloud and backed by Deloitte's deep industry experience, business acumen, and operational excellence.



**SIMPLICITY** integrated capabilities  
**SPEED** faster time to market



**POWER** advanced engagement tools  
**AGILITY** flexible, easy-to-use authoring



**COHESION** consistent brand experience  
**FREEDOM** managed service and operation

## INNOVATION

### Experience driven commerce

Your site is a destination—not just a catalog. Our platform enables you to realize the benefits of content-led marketing to bring together the best of an engaging editorial experience with the ease of online shopping—all personalized for a richer relationship with consumers.

### Dynamic personalization

The elusive “segment of one” has become the hallmark of effectively shifting from broadcasting to engagement. The platform supports this shift by dynamically leveraging Analytics, CRM, and social data to deliver relevant content and experiences to highly granular segments.

### Self-tuning search

Help your customers find what they need, leveraging the power of analytics and community behavior to fine-tune search results in real-time. The platform uses data about visitor behavior and product attributes to increase cross-sell and up-sell potential.

### Lead capture

Gated, value-added content is an effective way to generate interest and to capture leads, but management and measurement of gated content is far from trivial. The platform simplifies this by providing a proven framework for gated content management and delivery.

## ACCELERATION

### Strong foundation

The platform includes a set of foundational capabilities, such as our localization framework, social login integration, structured data management, and much more.

### Advanced integration

The Deloitte Digital Marketmix Platform integrates the Adobe Marketing Cloud products, legacy systems, and third-party products in a cohesive manner. It's a conductor that makes the orchestra perform as one: Adobe Experience Manager, Scene7, Analytics, Target, Search, and Campaign Manager working in concert with ecommerce, CRM, ERP, social media, and more.

## OPERATION

### Marketing effectiveness

Marketing technology is only effective when it supports business goals and aligns with organizational needs. The Deloitte Digital Marketmix brings tested governance, process models, and change management practices to help you realize the value of your investment.

### Managed services

Operating a complex set of technical capabilities that blend cloud and on-premise elements can be a daunting proposition. We keep these systems running optimally so you can focus on running your marketing and commerce operations—not on your technology.



## INDUSTRY INSIGHT

### Retail

Drive higher conversion through engaging editorial and personalized content-led marketing that makes any piece of content available to add to the shopping cart – matching purchase with the point of desire.

### Life Sciences

Handle multiple brands and regulatory review workflows with ease. Extend content to all destinations, including interactive tablet applications for sales reps and doctors while enhancing your analytics muscle to optimize campaign spend and targeting.

### High Tech

Build compelling communities and deliver easy-to-use online support for your products and services. Enhance distribution channels with interactive content and direct-to-consumer capabilities to unlock new revenue and brand loyalty.

### Automotive

Take advantage of the shift in buying behavior to research vehicle purchases online instead of in the showroom. Engage and extend the dealer relationship with immersive experiences and vehicle configuration tools that get people humming!

### Financial Services

Give financial advisors, agents, and brokers the tools they need to develop even richer relationships with clients through personalized content delivery packaged right for any device – further strengthening the trust clients place in your brand.

### Media

Unleash new content monetization models with sophisticated digital asset management, coordinated ad campaigns, and personalization to give your content the reach and interactive experience required to maximize revenue.

### Government

Deliver engaging, easy-to-use citizen services with pre-built integration to legacy systems, such as SharePoint, to deliver cost-effective, yet compelling content underpinned by near real-time content publishing.

## TECHNOLOGY INDEPENDENCE

Take back control of your technology while retaining the benefit of a fully managed solution - independent of your agency. Choose on-premise, private-cloud or hosted managed services. With Deloitte Digital, deliver your next generation digital marketing and commerce solutions without locking your technology to your service provider while reducing total cost of ownership.

## CONTACT

### BARBARA VENNEMAN

Principal, Digital Marketing Lead  
bvenneman@deloitte.com  
+1-213-304-7731

### STEVEN BAILEY

Digital Marketing Lead  
stbailey@deloitte.com  
+1-312-486-0444

### DENNIS STARTSEV

Digital Marketing Lead  
dstartsev@deloitte.com  
+1-415-783-4722

### DOUG HUGHES

Adobe Alliance Manager  
dohughes@deloitte.com  
+1-404-942-6922

### MICHELLE YOUNG

Alliance Marketing Lead  
michellyoung@deloitte.com  
+1-415-290-4295

MARKETMIX PROVIDES THE **STRATEGY,**  
**CREATIVE, TECHNOLOGY, ANALYTICS,**  
**AND OPERATIONS** YOU NEED TO TURN  
PROSPECTS INTO LIFELONG FANS.

A hand holding a smartphone with a blurred background of people. The image is overlaid with a green gradient.

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