

SPEND TIME ON WHAT REALLY MATTERS: YOUR AUDIENCE

Deloitte.
Digital




A close-up photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a dark ring on their left ring finger and several colorful beaded bracelets on their left wrist. The background is heavily blurred, showing other people in an office or meeting environment. The overall lighting is soft and warm.

REAL CUSTOMERS. REAL RESULTS.

MarketMix has helped our clients derive some pretty tremendous results through our scalable and customizable platform. With us, you may discover the same:


48%

 up to 48% increase in lead conversions


30M+

 garner up to 30M+ unique visitors per month


80%

 up to 80% open rate on post-event mailers, with an 8% conversion rate


40%

 up to 40% decrease in global webpage count, leading to simplified website maintenance

1M+

 we've supported over 1M concurrent views for a live stream

35%

 we've driven traffic increases by 35% or more

LEAVE THE DIGITAL TO US

We coordinate the complex web of industry strategy, digital processes, design and technology, and help you run your business for better customer engagement, conversion, and loyalty.



INTEGRATE.



ACCELERATE.



OPERATE.

MarketMix is Deloitte Digital's suite of industry-specific tools and services to help you integrate, accelerate, and operate Adobe Marketing Cloud® with speed and agility.

ACCELERATE YOUR TIME TO MARKET

Deliver richer experiences on-line, in-store, and on-the-go.



INDUSTRY ACCELERATORS

Launch faster.

Pre-configured solutions based on your industry specific needs to help increase speed to market and mitigate risk. Ask us for a sneak peek into some of our industry-focused demos!



CRITICAL INTEGRATION

Reduce data silos.

Ecommerce, CRM, social media, and more – we make sure your key marketing data is connected.



CREATIVE DESIGN

Smooth experience.

Support on visual design, UX, and all creative right down to the front-end experience.



EFFICIENT WORKFLOWS

Improved operations.

Tested governance, process models, and change management practices help you realize your platform's value.



MANAGED TECHNOLOGY SERVICES

Effective technology.

We help keep your systems running efficiently, on-premise, private-cloud, or with hosted managed services.



**IMAGINE. DELIVER.
RUN THE FUTURE
WITH MARKETMIX
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!



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.



FINANCIAL SERVICES

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



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.

CONTACT US

Barbara Venneman

Deloitte Digital
Principal and Adobe
Alliance Global Leader

bvenneman@deloitte.com
213-304-7731

Apurva Pangam

Deloitte Digital Senior
Manager and Adobe
Alliance Marketmix Leader

agangam@deloitte.com
408-203-7853

Michael Delahousaye

Adobe Alliance Business
Development Manager

medlahousaye@deloitte.com
415-702-5710

Lloyd Hill

Adobe Alliance Business
Development Manager

llhill@deloitte.com
617-335-6619

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

Copyright © 2017 Deloitte Development LLC. All rights reserved.

Member of Deloitte Touche Tohmatsu Limited

Deloitte.
Digital