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# MarTech Matters

## Background

For organizations to move ahead, humanizing the digital revolution is essential. Realizing a full 360-degree view of the customer is difficult, especially in a world bogged down with legacy systems and siloed, stand-alone products. Furthermore, the landscape has shifted from brand to customer experience, where revenue targets are tied to success. To stay ahead of their competition, marketing leaders must increase cross-functional collaboration and harness customer data for new insights while amplifying the customer experience and investing in the technologies that address customer needs in real time.

In this workshop we will dive into the processes, technology and culture that revolves around the experiences of your customers to:



**Improve the quality of customer interactions.**



**Evaluate your ability to provide personalized and relevant omnichannel communication to customers.**



**Increase the perceived product value for customers.**



**Use automation to scale communication across platforms.**

## Tealium Product

Tealium AudienceStream

## What's Included

A 1.5- to 3-hour in-person or virtual workshop with key stakeholders that develops key business use cases using AudienceStream to impact customer journeys. Define a pilot project for Zirous to use AudienceStream to execute on that use case (2 to 3 business days of complimentary consulting).

## Deliverable

The Zirous team will conduct a 30- to 60-minute session detailing how to create the right attributes, enrichments and audience(s) that can be connected to your customer channels to generate your desired results. We will evaluate your marketing technology stack to make recommendations. We will also pitch other AudienceStream projects to gain additional value from the Tealium CDP.