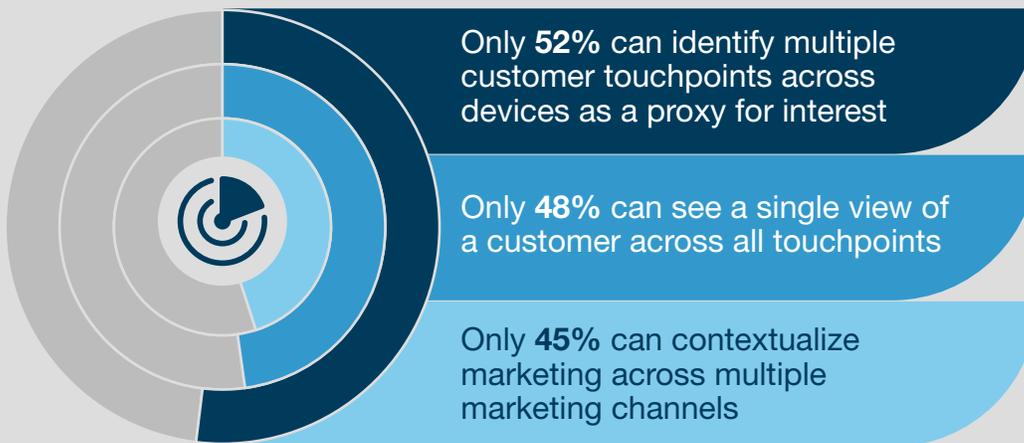


Multichannel Orchestration Empowers Marketers To Drive Customer Delight

BUSINESSES STRUGGLE TO SEE ACROSS TOUCHPOINTS AND CHANNELS

Marketers struggle with orchestrating multichannel partnerships and touchpoints:



MARKETERS ARE INVESTING HEAVILY IN NEW TECHNOLOGIES

Recognizing these challenges, marketers are investing in technologies to support their efforts:



56% are investing in TCMA solutions



56% are investing in channel marketing and management solutions



53% are investing in loyalty platforms



72% of marketers are looking to improve orchestration across all sales channels

BENEFITS

By investing in new technology solutions, marketers are propelling their marketing strategies forward.

46% Improved ability to engage via customer-preferred device and touchpoints

46% Increased customer acquisitions

45% Seamless content across channel partners

45% Improved brand reputation



Methodology

Source: A commissioned study conducted by Forrester Consulting on behalf of Ansira, December 2018

Base: 214 marketers who are responsible for planning and implementing marketing and sales initiatives across the selling ecosystem

Read the full study