


MARKETING TODAY | SOCIAL ... LOCAL ... MOBILE ...


**Digital Social Media Transformation**

**OMNI-CHANNEL CUSTOMER EXPERIENCE**




**Location Based Services**



CUSTOMER CENTRIC CONTEXTUAL MARKETING



CONTEXTUAL MARKETING | DECISIONS ... DECISIONS ... DECISIONS ...

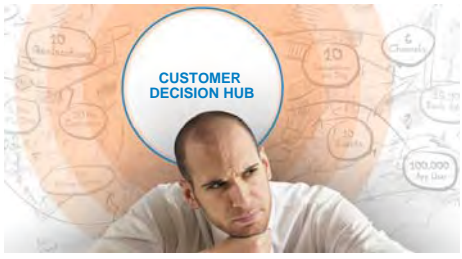






CONTEXTUAL MARKETING | ONLY ANALYTICS CAN HANDLE THE COMPLEXITY






CUSTOMER DECISION HUB | CENTRAL DECISION LOGIC ACROSS ALL CHANNELS


OMNI-CHANNEL MARKETING | THE MARKETING DECISION HUB

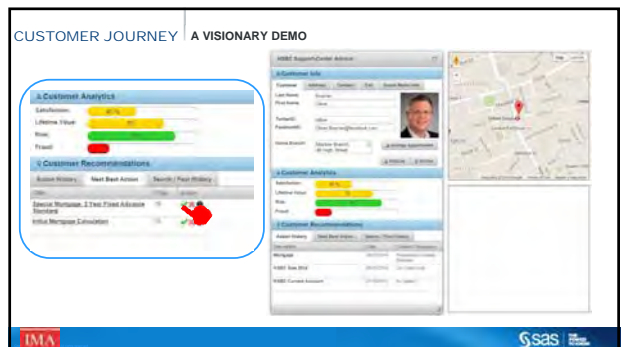
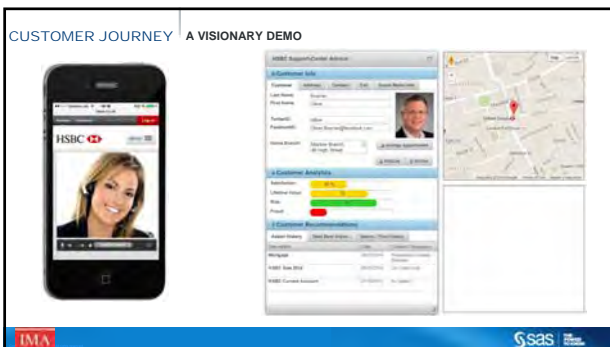
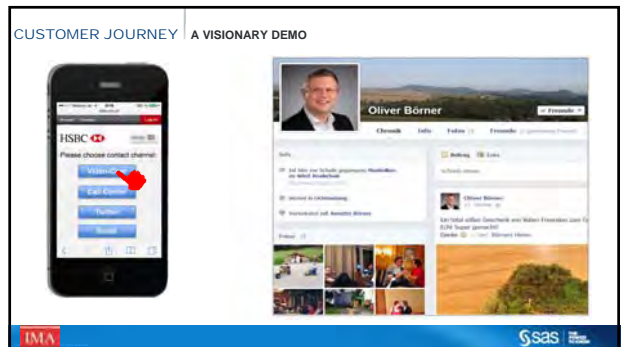
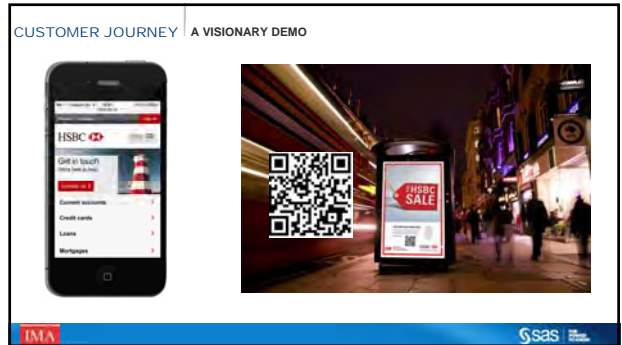
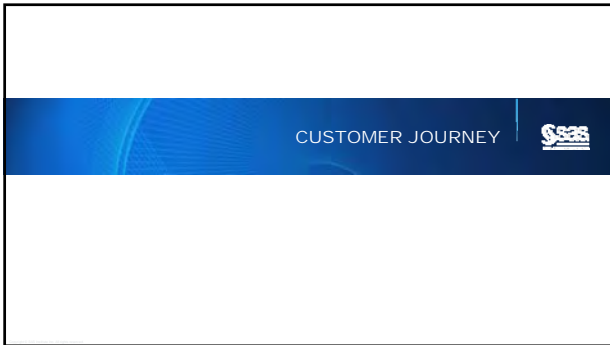


Central Decision Making unit

**MARKETING DECISION HUB**

in Real-Time across all channels based on pre-defined rules deciding about the optimized offer





Insight beyond information

Sudipta K Sen

