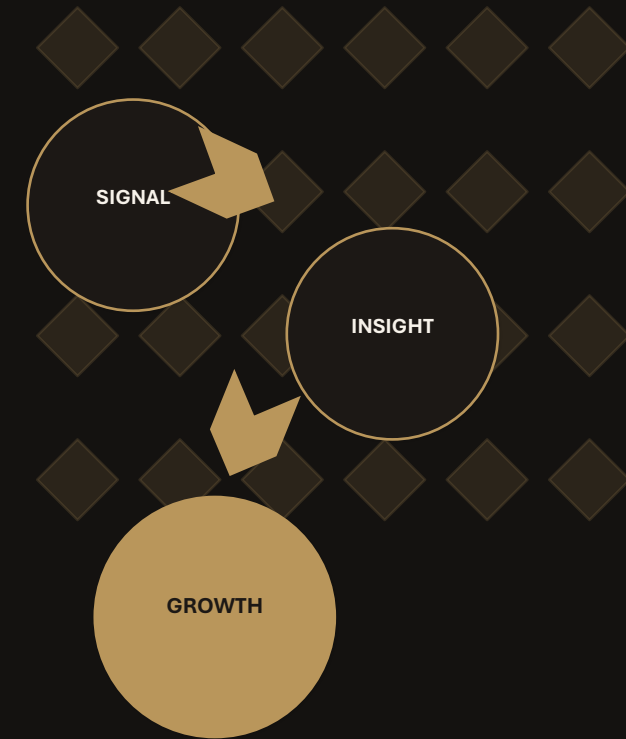


FROM INSIGHT TO IMPACT

The Modern Marketing Operating System



THE MARKETING PARADOX

More tools. Less clarity.

Marketing has never had more inputs — or more pressure to turn those inputs into business decisions.

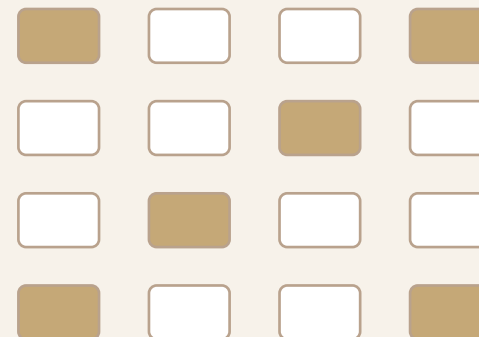
7.7%

of CMOs say budgets allow them to execute fully on strategy.

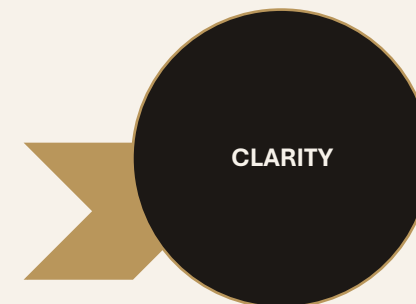
73%

of marketers say AI helps meet customer expectations.

TOOLS



JUDGMENT



“ *The more tools we connect, the more judgment we need.* ”

THE OLD MARKETING MACHINE

03

Campaigns are too linear for today's customer.

THE CUSTOMER DOESN'T SEE YOUR SILOS

They see one brand.



84%

of CX leaders say alignment
is essential to brand
experience.

44%

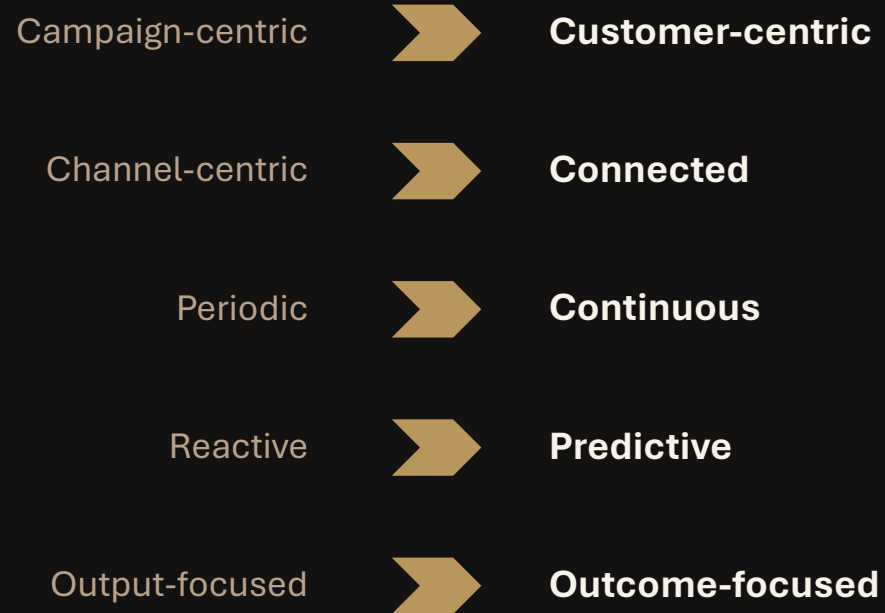
say marketing strategy is
highly integrated across the
business.

“ *Customers don't behave in campaigns. They behave in ecosystems.* ”

**ONE
BRAND**

THE SHIFT

From campaigns to systems.



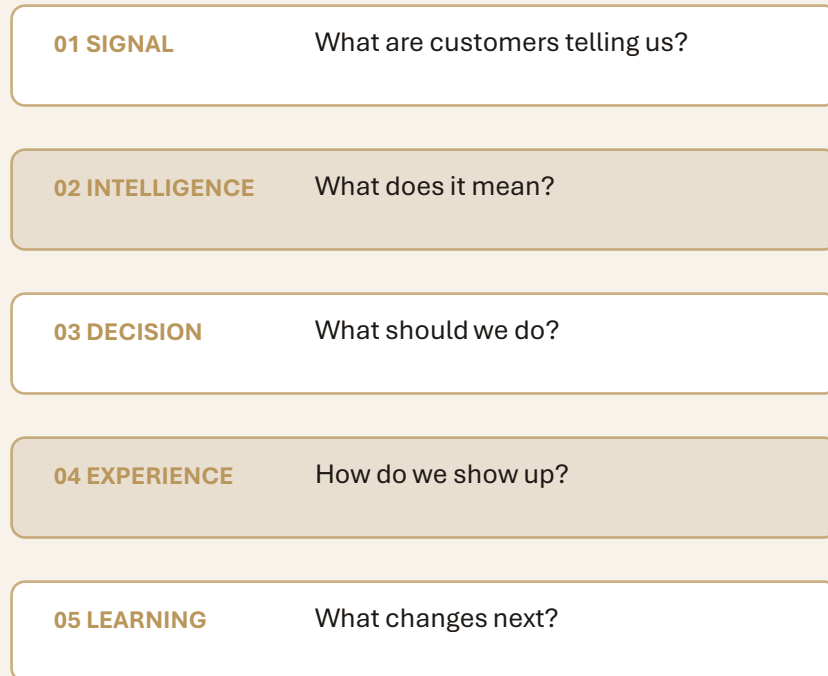
32%

marketing transformation
effectiveness is improved by
systems thinking.

“ *Modern marketing is not a campaign calendar. It is an operating system for decisions.* ”

THE FIVE LAYERS

The architecture of customer-centered growth.



“Stop asking, “what does the data say?” Start asking: “What is the customer trying to tell us?”

THE MODERN MARKETING BRIEF

From campaign request to business problem.

OLD QUESTION

“What campaign are we going to create?”



NEW QUESTION

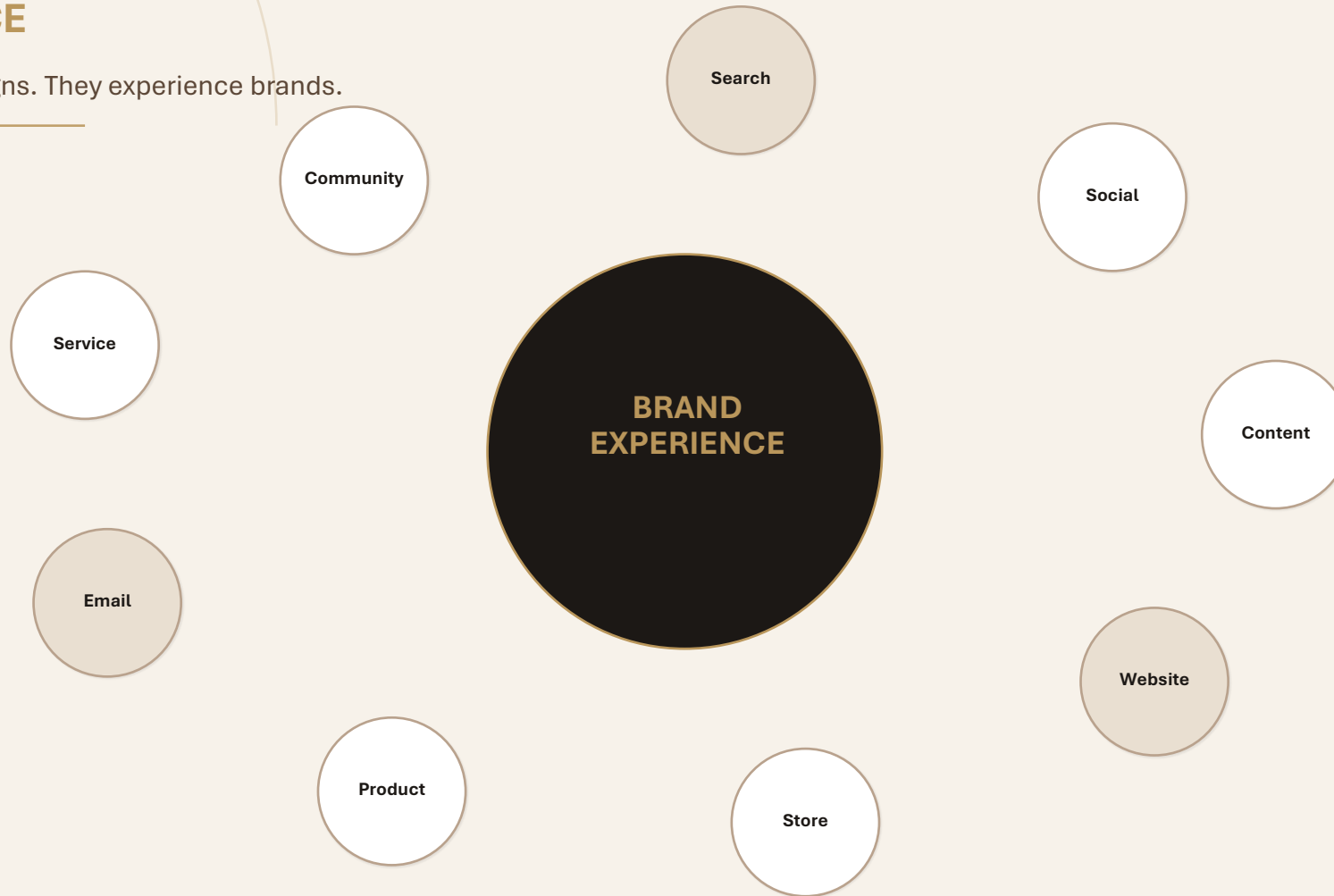
“What business problem are we trying to change?”

Data tells you *what*.
Intelligence tells you *why*.

“*A dashboard can show the drop. Intelligence locates the drivers.*”

04 — EXPERIENCE

People don't buy campaigns. They experience brands.



76%

expect consistent interactions
across channels.

71%

say experience is as important
as products and services.

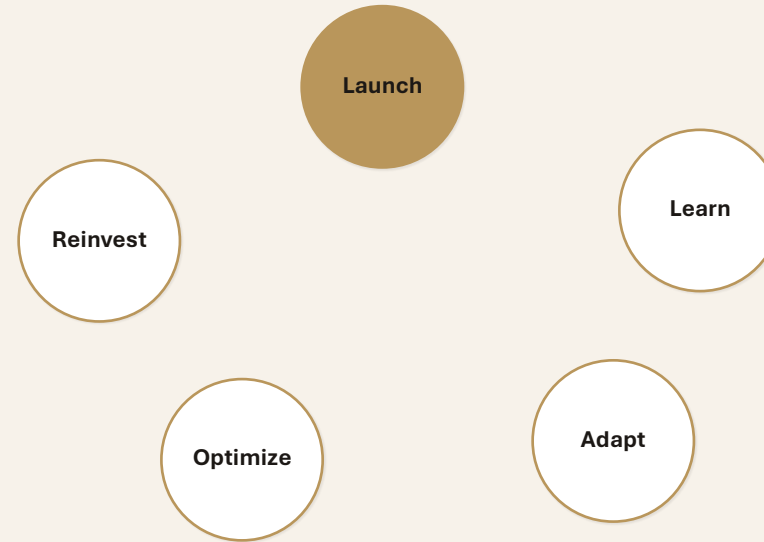
“The campaign is no longer the product. The experience
is the product.”

05 — LEARNING

The campaign isn't the end. It's an input.



OLD LOOP: report and archive



NEW LOOP: compounding learning

+55%

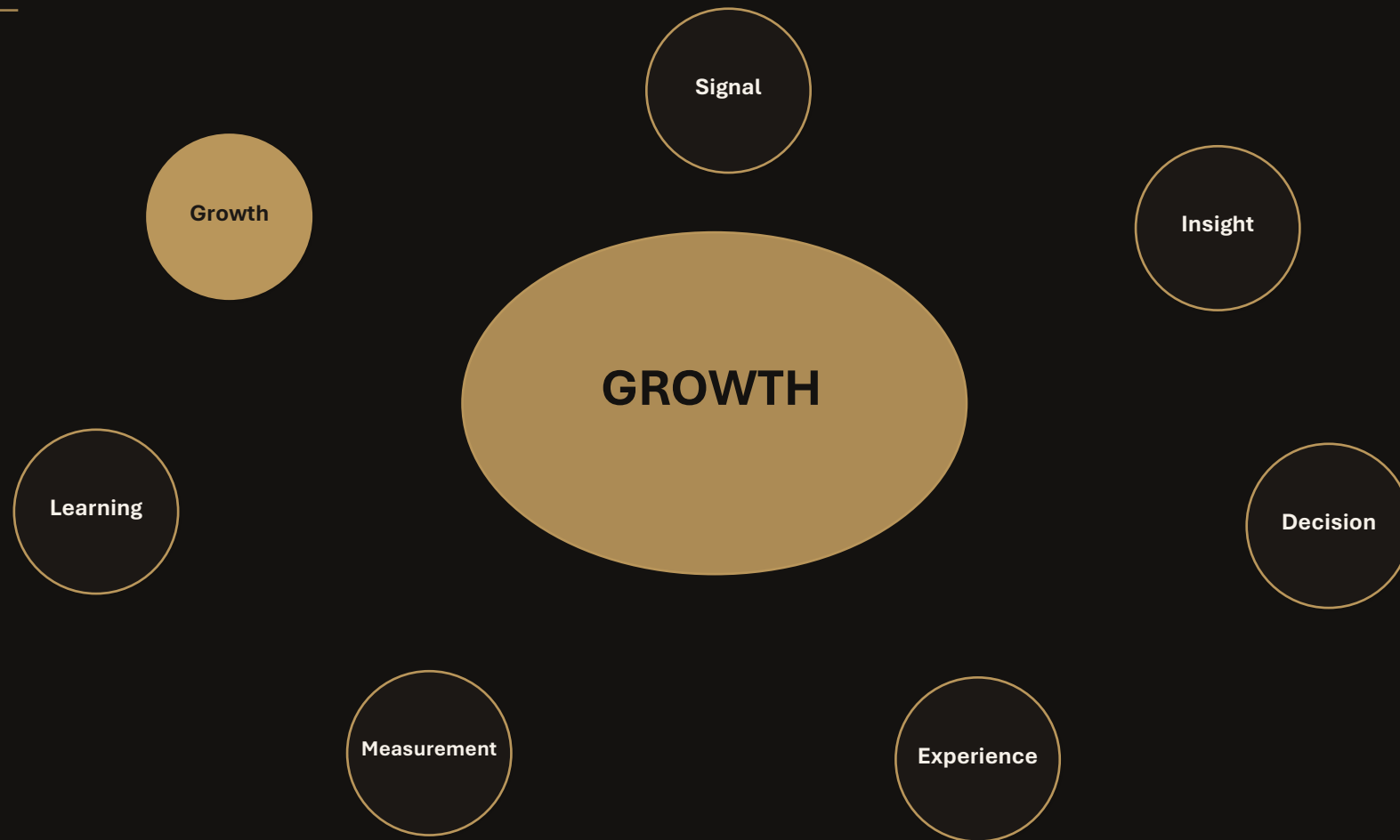
improvement when learning loops are applied to campaign optimization.

“ A campaign shouldn't end when the report is delivered. That's when the next decision begins.

THE MARKETING FLYWHEEL

09

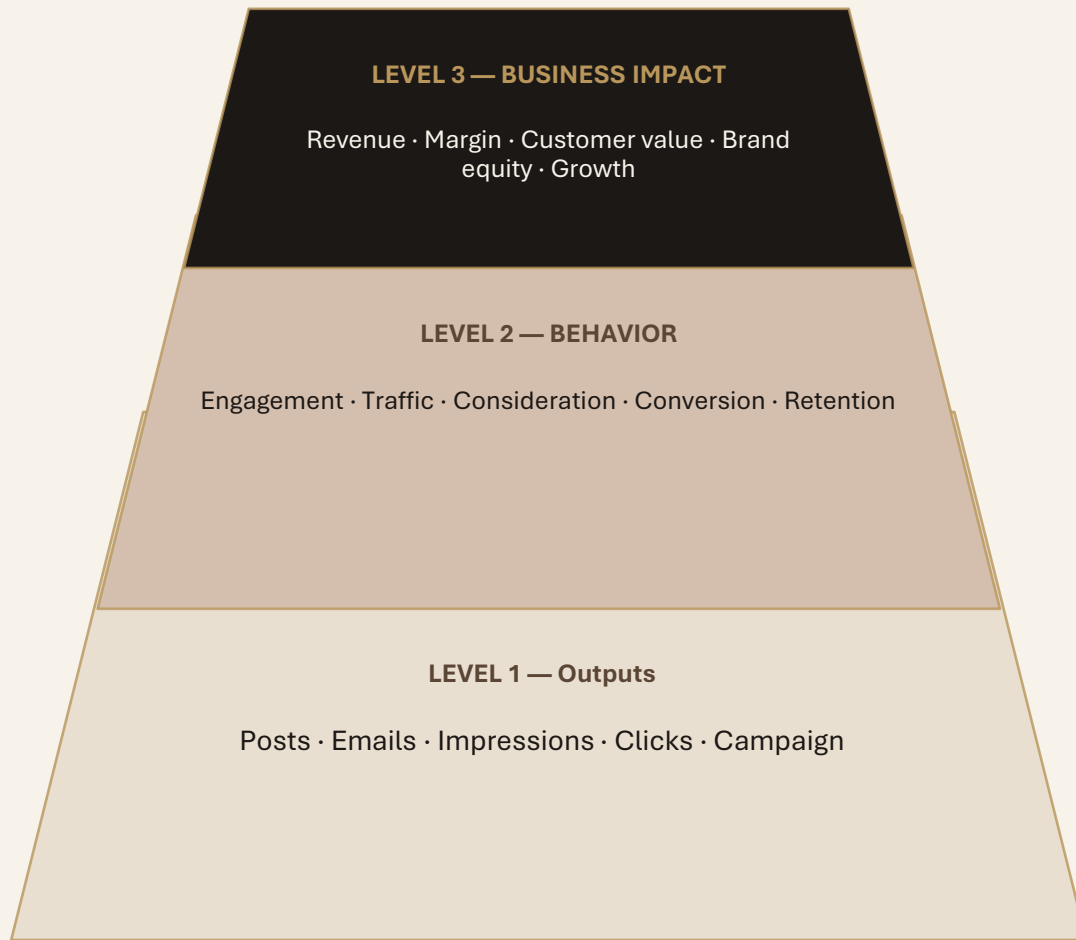
Make marketing smarter. Not busier.



“The goal isn’t to make marketing busier. The goal is to make marketing smarter.”

MEASUREMENT HAS TO CHANGE

Stop measuring activity. Start measuring movement.



13%

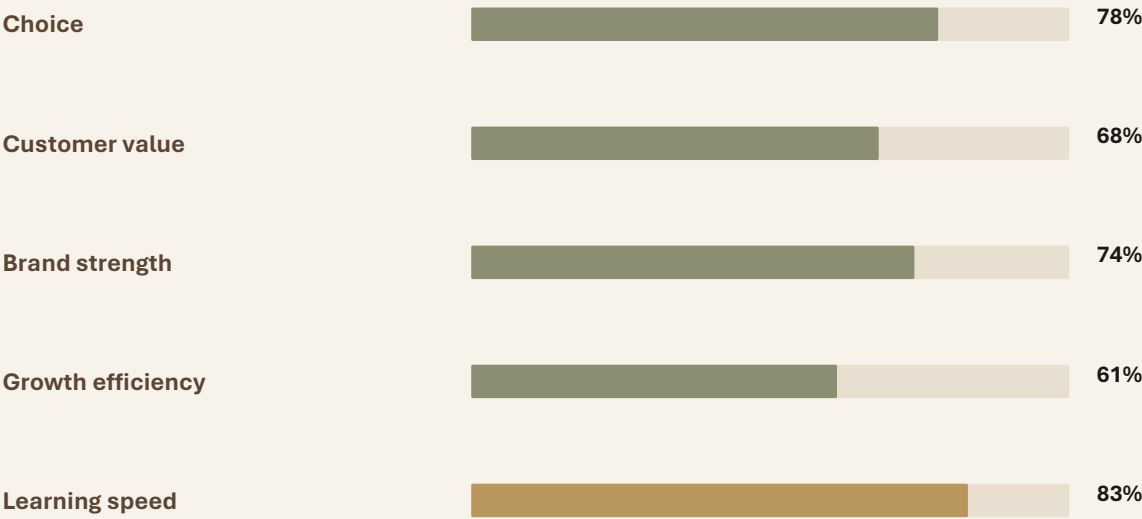
of organizations tie
activity metrics directly
to business outcomes.



THE CMO SCORECARD

The questions that matter now.

- 1. Choosing us?
- 2. Best customers more valuable?
- 3. Brand stronger?
- 4. Growth more efficient?
- 5. Learning faster?



“
Speed of learning becomes a competitive advantage.

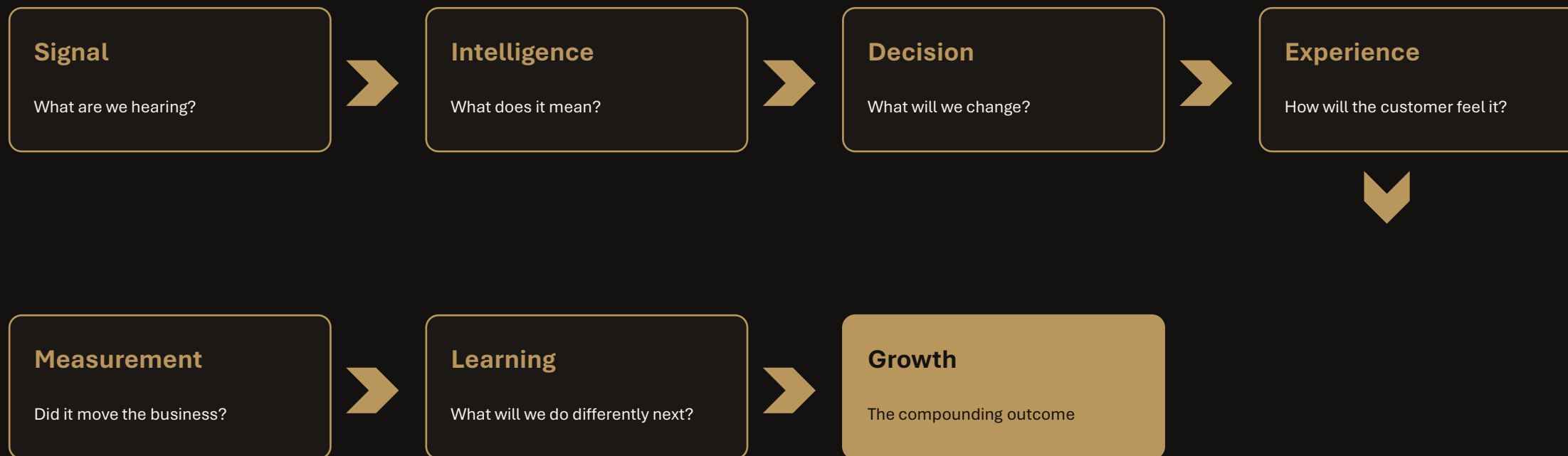
FUTURE CMO QUESTION

What did we learn about the customer, what changed, and did it create business value?

THE MODERN MARKETING OPERATING SYSTEM

12

One operating rhythm for growth.



When marketing operates as a system, every signal compounds into a smarter decision.

THANK YOU
