![Cognizant Netcentric logo]

Manage your 1st party data for comprehensive audience targeting & data driven marketing

About Adobe Audience Manager

Adobe Audience Manager enables you to define, build, and activate high-value audience segments across your marketing & advertisement ecosystem of choice. By integrating pseudonym user & customer data into a single place, marketeres can easily build comprehensive targeting audiences, directly sharing with integrated onsite personalizatipon and digital ad platforms. Discover and enrich valuable segments with look a like modeling to increase reach and personalization efficiency.

Challenges

Digital marketers are facing challenges, such as:

- Disjointed marketing communication across channels
- Unsufficient audience targeting
- Media waste
- Low ROAS due to low conversion rates
- Run advanced segmentation and algorithmic modeling

Our Approach

We will aid you in identifying the right use cases & solution design, gathering your individual requirements, define SMART goals, KPIs, project scope and timelines. We work together to define your 1st party data strategy and feel comfortable in leaving all product provisioning, implementation and configuration work in our hands.

Our goal is to understand your needs, lead you to high performance results by providing market best practices to enable you to provide your customers best in class data driven experiences.

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Create and activate the best audiences on any channel or device

Our Solutions

- Project Initiation Acceleration Workshop
- Stakeholder consultancy
- Adobe Platinum Solution Partner
- Adobe Experience Cloud expertise
- Global market best practices- Next best action
- Integrate with other products

KPIs

- CTR/VTR
- ROI/ROAS
- Addressable Reach
- Ad Impression
- Conversion
- Time2Market
- User Insights

Our Netcentric standards

At Netcentric, we operate in agile remote-working environments across our studios in 11 countries. We're strategically placed to provide clients with services in any circumstances and any hour of the day. As industry leaders in CX Marketing and digital solutions, our experts love sharing their knowledge and key learnings with your teams and beyond.

Let's talk

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