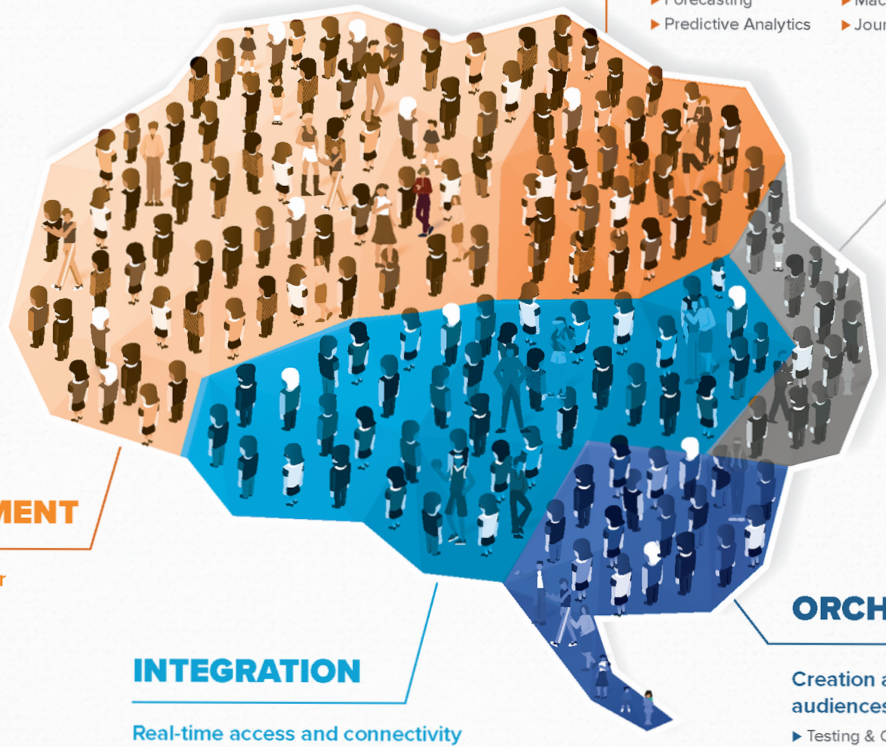
MERKLE

We market to people, not to proxies.

INSIGHTS

Drawing analytical value out of data

- Data Visualization
- Forecasting
- Predictive Analytics
- Attribution
- Machine Learning / AI
- Journey Analytics



ACTIVATION

Creating & optimizing customer experiences

[Outbound]

- Search
- Display
- Paid Social
- Addressable TV
- Email
- Direct Mail
- SMS/Push
- Telemarketing

[Inbound]

- Mobile Apps
- Call Center I CRM
- Store I POS
- IVR
- Website
- Customer Portal
- Landing Page I Microsite
- eCommerce

DATA MANAGEMENT

Single view of the customer

- Consumer Data Store
- Data Enhancement
- Data Distribution
- Data Integration
- Data Sourcing
- Identity Resolution

INTEGRATION

Real-time access and connectivity

- Microservices
- Tag Management
- Data Messaging

ORCHESTRATION

Creation and governance of audiences and interactions

- Testing & Optimization
- Decision Management
- Audience Management
- Campaign Management
- Journey Management
- Content Management

ACTIVATION

Adobe, Oracle, salesforce, LinkedIn, Twitter, YouTube, facebook, MediaMath, Spotify, News Corp, LiveIntent, pandora, criteo, Aol., verizon, AT&T, COMCAST, AppNexus, TubeMogul, rubicon project, ESPN

INTEGRATION

Adobe, Google, TEALIUM, SIGNAL, ensighten

ORCHESTRATION

MediaMath, Pega, salesforce, IBM, Adobe, Oracle, sitecore

INSIGHTS

Google, Adobe, SAS, tableau, R

DATA MANAGEMENT

MERKLE, aws, Google Cloud, Microsoft Azure, Lytics, Informatica, MATILLION, python, datalogix, LiveRamp, EQUIFAX