



EMARSYS PROFESSIONAL SERVICES

FULL-STACK MARKETING ENABLEMENT



PROFESSIONAL SERVICES

WHO WE ARE

The Emarsys Professional Services division is the in-house knowledge layer complementing the cutting-edge technology that established Emarsys as the largest independent marketing platform company in the world.

Partnering with you every step of the way, from implementing software during onboarding and developing infrastructure resources via deliverability optimization, to benchmarking and providing detailed strategic guidance, or expanding operational marketing capabilities with on-demand production services, we have all the relevant expertise you need.

Comprised of interdisciplinary experts, we make sure that your brand assets will pack the biggest punch when combined with the AI-driven capabilities of the Emarsys Marketing Platform, turning brands into disruptive and innovative players.



OUR METHODOLOGY

Emarsys Professional Services uses a best-in-breed project methodology, designed to maximize your success.

CLEAR

Our cutting-edge project management platform puts all the milestones and progress updates in one location, resulting in a crystal-clear progress overview at all times. With centralized communication capabilities, we ensure transparency regardless of how many iterations a project involves.

INTEGRATED

From sales through to enablement and go-live, our implementation experts ensure consistent project oversight, resulting in a clear understanding of goals. Supported by product development and open communication channels, our project teams deliver highly efficient onboarding journeys – consistently.

FLEXIBLE

With in-house experts from every field, we offer exceptional levels of flexibility across all project dimensions. From developing custom technical solutions that integrate home-grown technologies, to adapting project timelines to accommodate migration schedules from current providers, we can adapt to meet any challenge.

EFFICIENT

We use large teams of experts that work in parallel, enabling us to achieve more in the same timeframe, while reducing lead-time requirements. By using experts from the beginning, we avoid potentially costly delays, and deliver the best possible time-to-value ratio for every investment.

Emarsys Professional Services are here to lay the foundations of your brand and revolutionize your role as a marketer, so you can start delivering on the promise of marketing.

IMPLEMENTATION & THE ONBOARDING JOURNEY



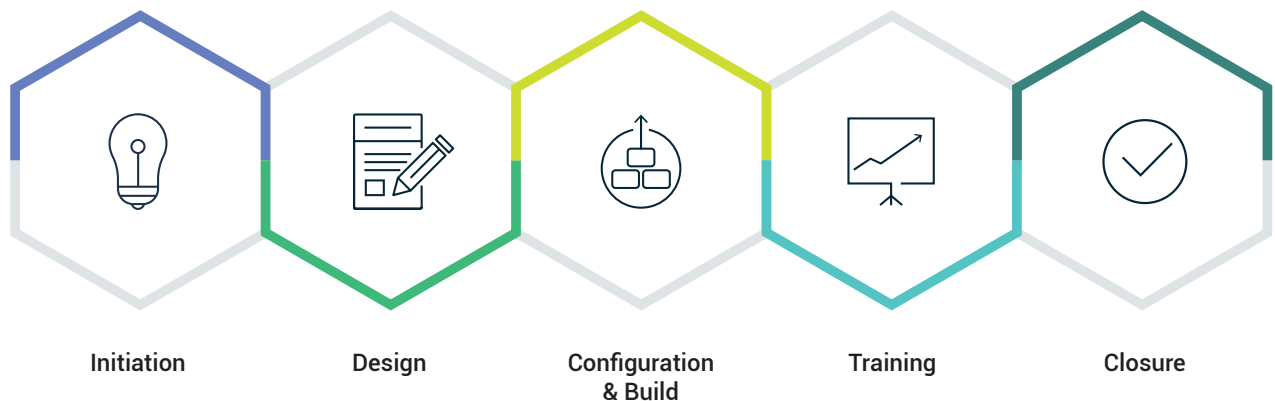
ALWAYS UNIQUE

Using only in-house experts who combine industry experience with deep technical understanding of our products, we effectively design and execute tailored Emarsys Marketing Platform integrations that maximize brand-asset value. With a pool of experience including technical, organizational, and marketing operations, we can pick the right inter-disciplinary mix and allocate resources at the right time to deliver the highest quality, as quickly as possible. With integration specialists supported by deliverability experts, custom solution architects, production experts, strategic specialists, and expert trainers, our teams can work in parallel while developing and rolling out solutions tailored to every business case.

FLEXIBLE SOLUTIONS

The Emarsys Platform's modular structure is supported by custom development teams, who make it easy to create highly tailored implementation packages, from onboarding new customers to enhancing solutions for existing customers. Our holistic approach considers all the available digital marketing resources and your brand's desired future state, and we then design solutions to effectively enhance marketing capabilities with minimal lead-times and implementation overheads.

Every single implementation project comes complete with clear expectations, requirements, and timelines, which enables our customers to start focusing on strategy, content, and creative before onboarding is over.

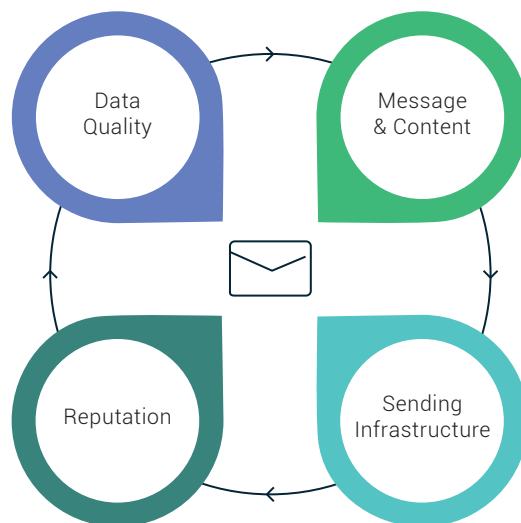


INDUSTRY-LEADING DELIVERABILITY

INFRASTRUCTURE EXPERTISE

Our team of seasoned deliverability experts, with experience in ISP relationship management, local regulation, and international deliverability best practices, are here to make sure that your content gets where it needs to go.

Moving to a new technology platform doesn't mean that your deliverability woes go away, and our deliverability consultants are here to help identify and fix any underlying issues preventing content from getting to your recipients. From hands-on assistance with deliverability issues as they arise, to new market entry advice, our specialists can help optimize your infrastructure to maximize your success with the Emarsys Marketing Platform.



À-LA-CARTE CONSULTANCY

ASSESS & REFINE

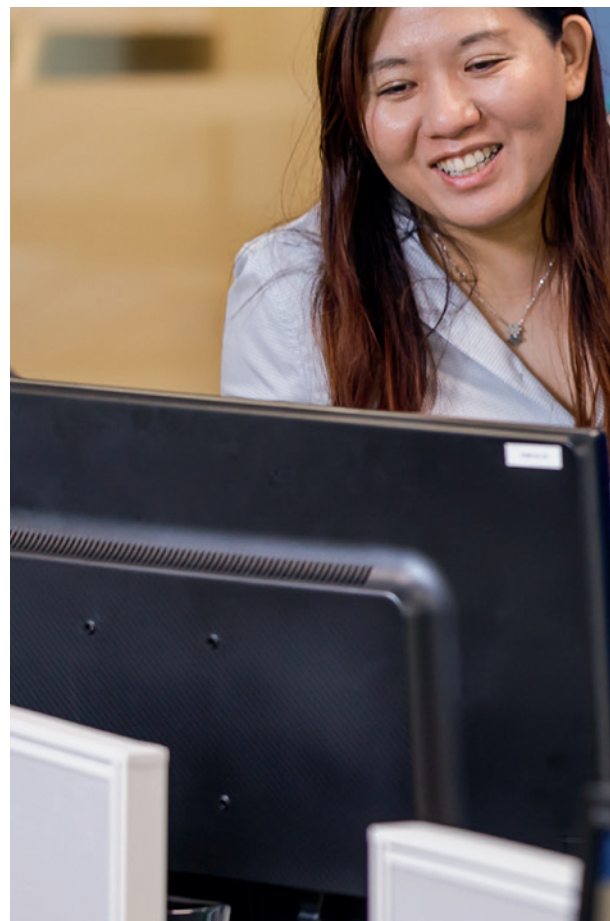
Put your practices under the microscope by letting our experts critically benchmark performance data to identify your strengths and weaknesses and see how you can implement structural changes that increase engagement. You can even take it a step further, with an expert-led workshop designed to give you a deep insight into the profound effect that your deliverability practices have on your performance, and how to refine them.

COMPETITIVE ANALYSIS

Benchmark your email marketing performance against the competition to reveal key opportunities and learn the techniques needed to maximize your advantage in the battle for subscriber loyalty. By evaluating campaign performance against two of your competitors, with focus on the key factors influencing acquisition, conversion, and retention, you can adjust your strategy to take advantage of the competition's shortcomings.

END-TO-END EXPERTISE

For brands with footprints all around the world, trying to adapt to the constantly changing requirements of the data landscape is impossible. Our retainer service puts our deliverability expertise at the heart of your marketing operations so that you can maximize engagement. From overall performance deep-dives, to optimizing email marketing practices, or even regular deliverability health-checks – our experts are at your disposal.



STRATEGIC GUIDANCE

CONNECTING PLATFORM FUNCTIONALITY WITH OPERATIONAL REALITY

Our strategic services teams are here to help customers realize their engagement potential by bridging the gap between technical possibility and their operational reality. Comprised of marketing automation, data and business change experts, our strategic teams are ready to fundamentally transform any brand's ability to engage with their customers.


Using industry performance benchmarks to identify your status quo is only the first step towards truly understanding your brand. Our strategic experts dive deeper and include organizational and operational resource utilization metrics to develop the clearest overview of where you are, and where you can be.

ADOPT & LEARN

Choose from a range of one-off services designed to develop your understanding of customer browsing and purchase behavior, as well as providing practical guidance on working with Emarsys products. These Adopt & Learn sessions provide a focused course lasting up to three months, which results in better technical aptitude and Automation Center programs built in conjunction with our consultants.

TRANSFORM

With your business case and KPIs at its heart, Transform is the long-term partnership that covers everything, including lifecycle program design and execution, adoption planning and delivery, media spend and ROI modelling, and even deployment guidance. We partner with you to define and execute a strategy spanning marketing, operations, content, and data. From there, we measure and improve your ability to deliver a meaningful customer experience across all touch-points over the course of 12, 24, or even 36 months.



OUR STRATEGIC EXPERTS DEVELOP SOLUTIONS TAILORED TO ANY BUSINESS CASE AND ACCOMPANY YOU EVERY STEP OF THE WAY TOWARDS ACHIEVING YOUR GOALS WITH THE EMARSYS MARKETING PLATFORM.

ON-DEMAND PRODUCTION

SCALABLE OPERATIONAL RESOURCES

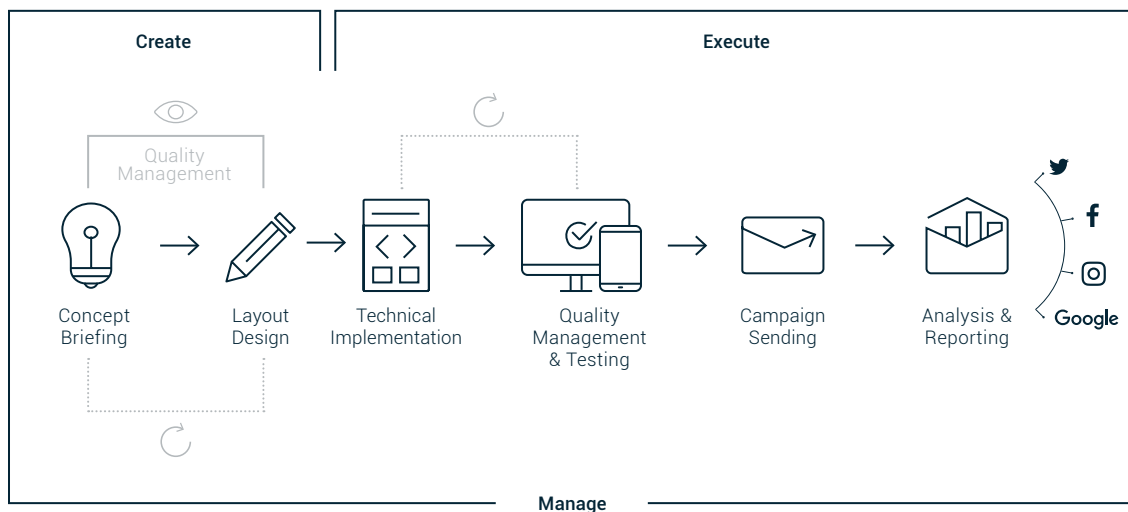
Whether it's a case of expanding the number of templates available in your Emarsys account, or boosting your marketing capabilities, our production experts have you covered. Our on-demand specialists combine years of industry experience with an intimate understanding of the Emarsys Marketing Platform, which enables them to deliver world-class operational support – fast.

We offer best-practice reviews to assess your current performance and make sure that your focus is in the right place, allowing you to make informed decisions about what your next best action should be. From there, you decide if you need help with day-to-day execution tasks, content creation, or even full-service management.

	Execute	Create	Manage	Review
You...	...know what you want, but need help making it happen.	...need help creating and deploying the content.	...need someone to take care of it all for you.	...want to know how well you perform.
We...	...build and deploy campaigns or automated programs for you.	...provide support for content creation, segmentation, and strategic advice.	...provide end-to-end services including creation, execution, and performance reporting.	...offer best-practice consultations to identify and maximize opportunities.

AGENCY SERVICES +

Instantly scale your marketing resources by seamlessly integrating Emarsys production teams into your own marketing resources and take your game to the next level. Our collaboration tools add transparency, which makes alignment and progress monitoring easy, leaving you to enjoy the rewards of engaging your users with truly outstanding content.



Working with our in-house experts goes beyond simply increasing operational capabilities, it opens the door to resources with fresh perspectives that know how to maximize your potential with the Emarsys Marketing Platform. They know what works, what's been done by others, and what you need to make your story really stand out from the rest.

ENABLEMENT & SUPPORT

FLEXIBLE LEARNING

Whether migrating from an existing vendor, or new to marketing technology, getting up to speed with your new platform is critical for turning that investment into revenue. Understanding the Emarsys Marketing Platform starts with access to training resources designed to help you work with the powerful AI-driven capabilities.

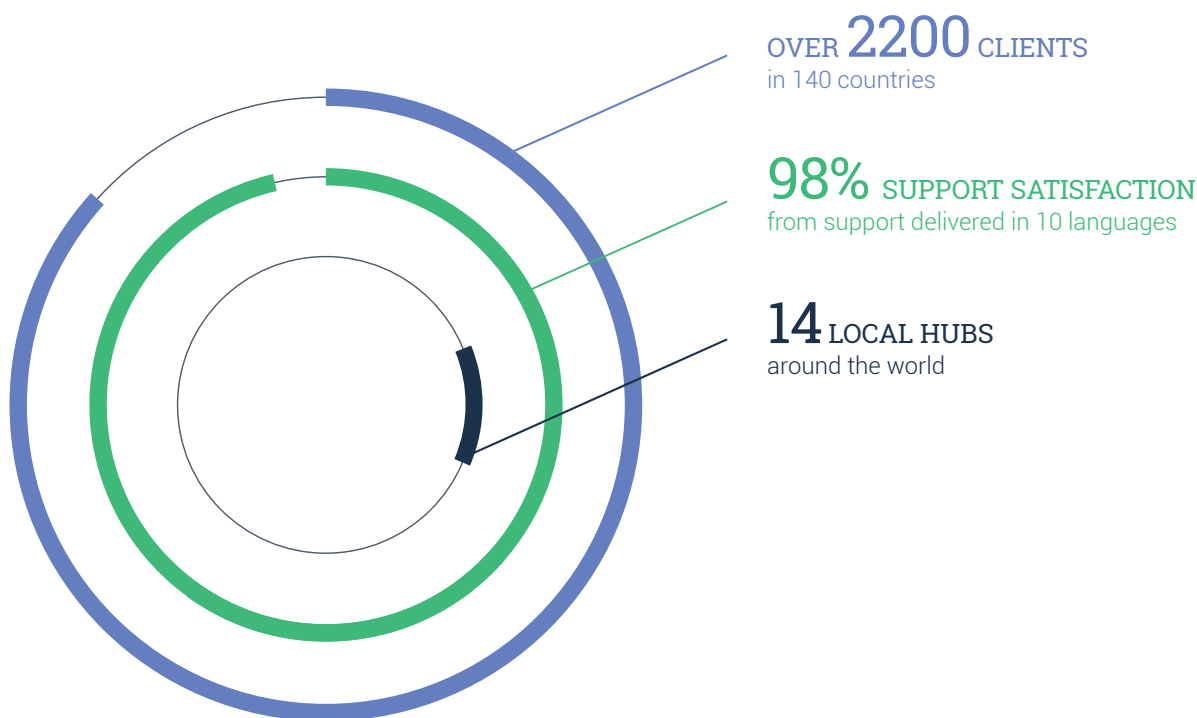
From transferring existing skills to learning new ones, all our training resources are made available to you from the very beginning. You just need to choose from using self-learning resources to run through at your own pace, attending experience-led training sessions, or a combination of both.

When you are ready, our virtual classroom lessons and real-life practical problem-solving exercises help cement your understanding, so you can hit the ground running. With advanced training sessions available on demand, learning more about mastering any aspect of the Emarsys Platform is easy.

WORLD-CLASS TECHNICAL SUPPORT

Support at Emarsys starts long before your first help request. During onboarding, our support teams are briefed on each individual setup, which forms the framework for providing highly targeted support from the moment you start using the platform. Our support provision is built on communication and accessibility, with assistance available in 10 languages, so you can just get straight to fixing the issue. With 14 offices dotted around the world and 24/7 availability, our support is designed to deliver peace of mind.

With support packages as flexible as our technology, our higher-end offerings allow you to define how you interact with us by working directly with either 2nd or 3rd line support by default. You can even take advantage of feedback mechanisms that provide service utilization breakdowns and include targeted user training sessions designed to help reduce support dependency. Regardless of which package you choose, our experts are always on-hand to help, delivering a service which consistently results in a 98% satisfaction rate.



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