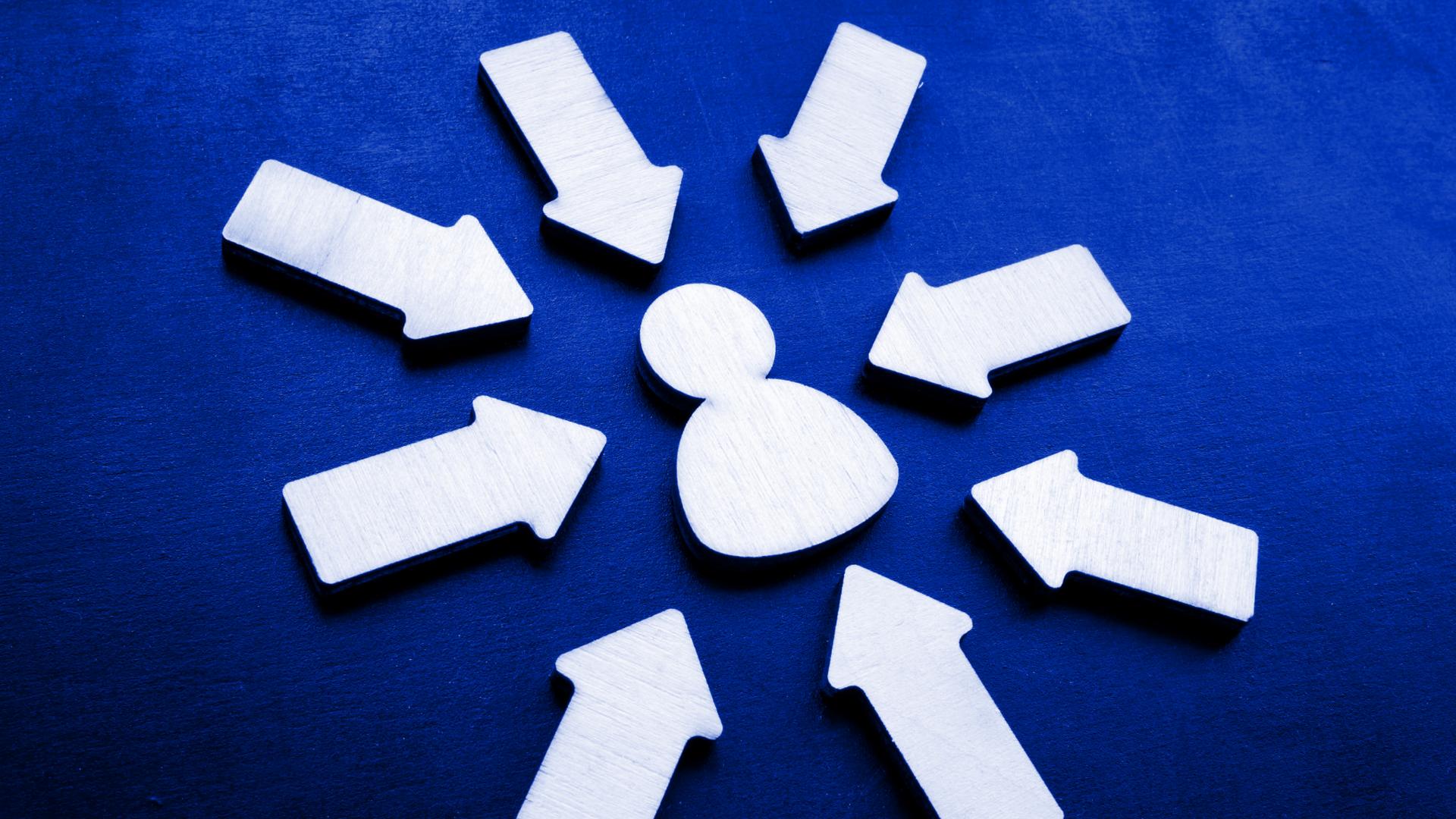
THREE INGREDIENTS FOR CUSTOMER-CENTRIC ENGAGEMENT

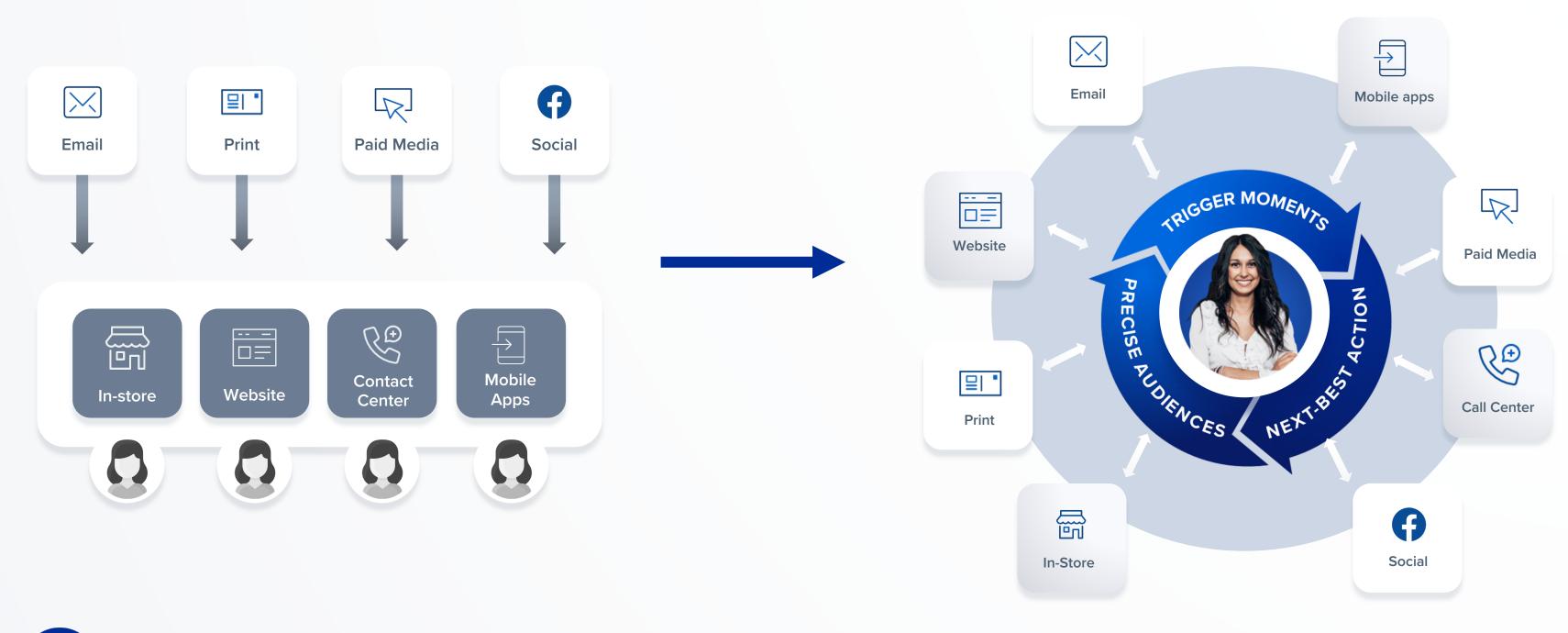


VIJAY CHITTOOR
CO-FOUNDER / CEO
Ilblueshift



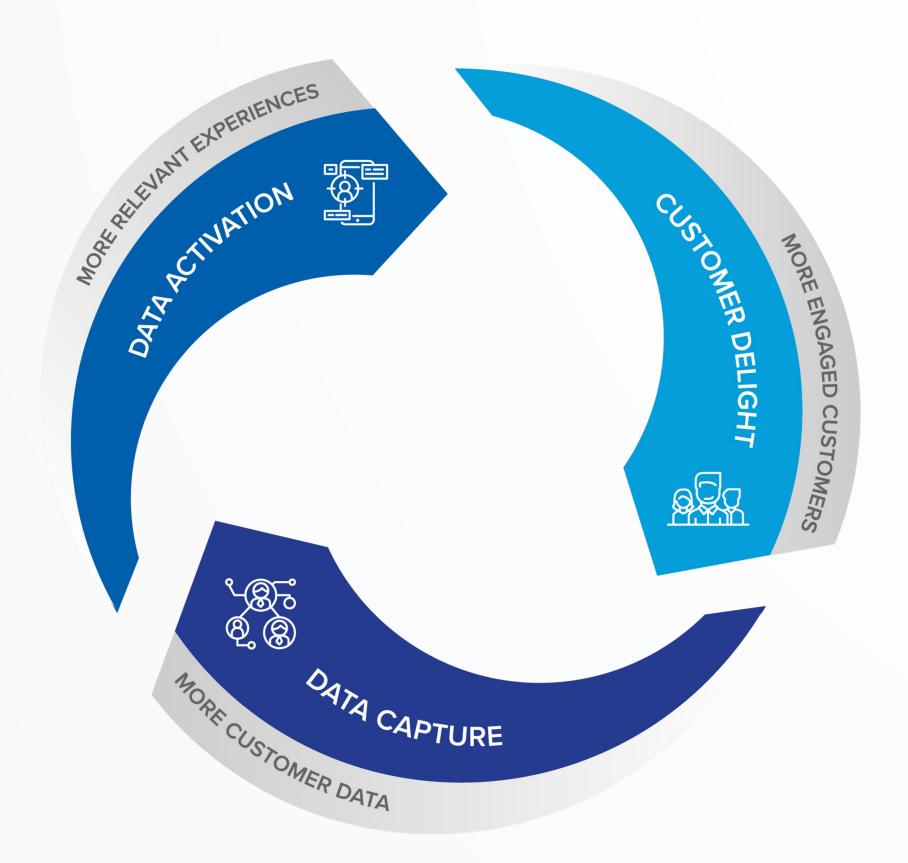


The Evolving Role of Marketing





Non-Linear Journeys Don't End at Conversions

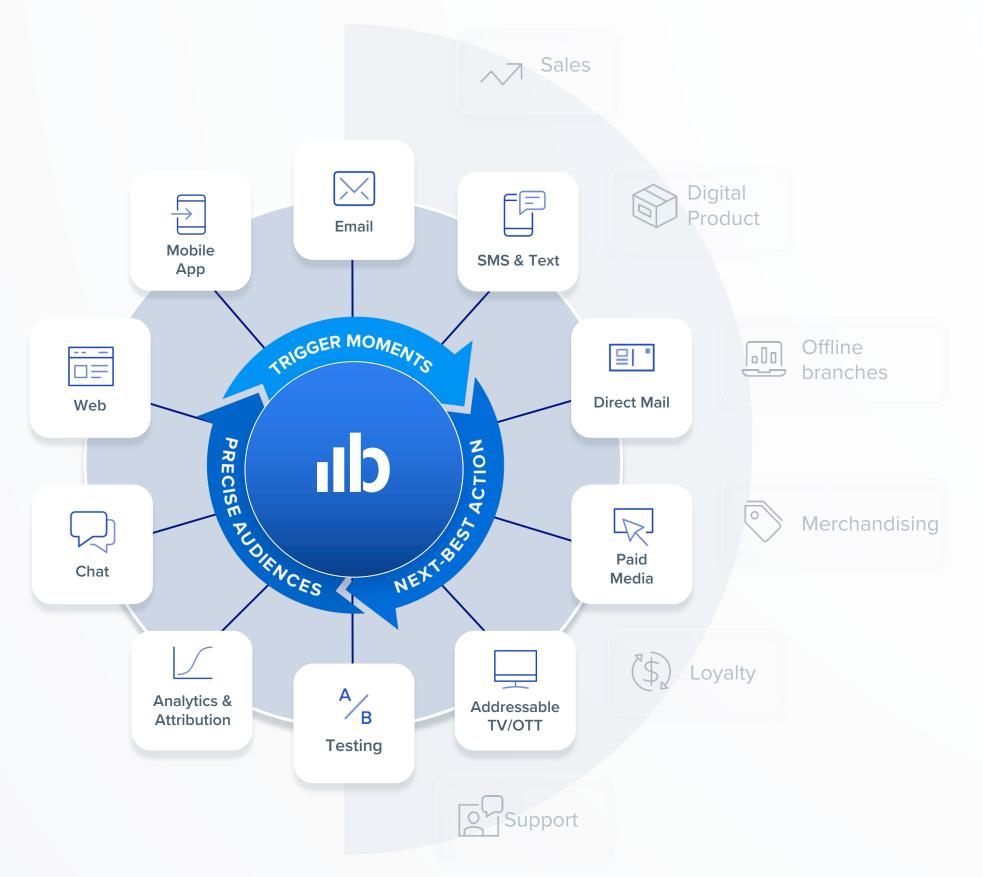




CUSTOMER CENTRIC ENGAGEMENT= FLYWHEELS, NOT FUNNELS!



Connected Customer Journey: Marketing Meets CX









#1. INTEGRATED MARKETING + CX = TWO WAY CONVERSATIONS

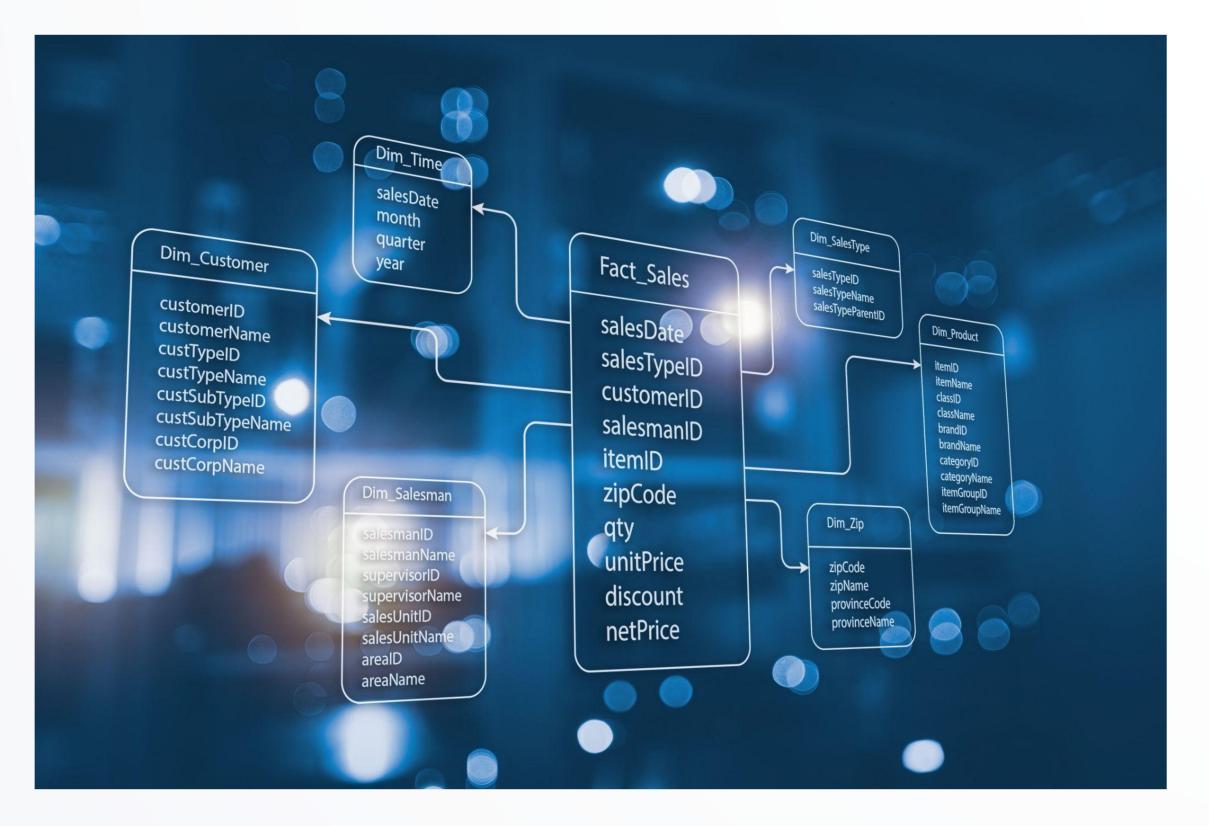


First Party Data More Important Than Ever Before...





...But Activating First Party Data Remains a Struggle

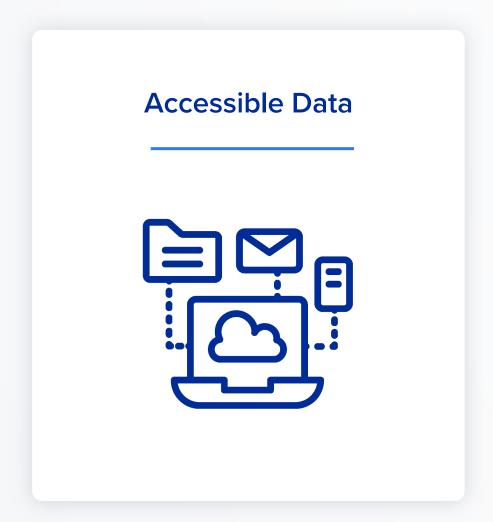


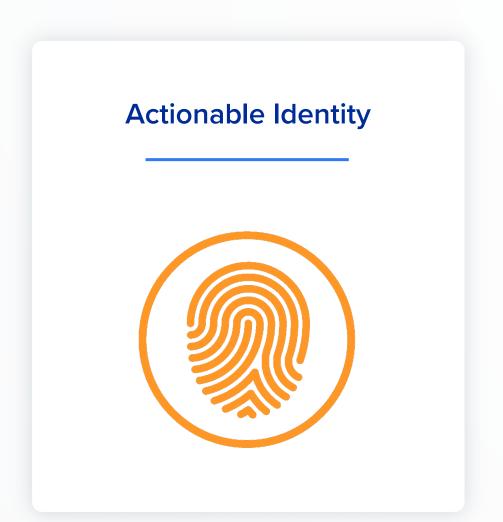


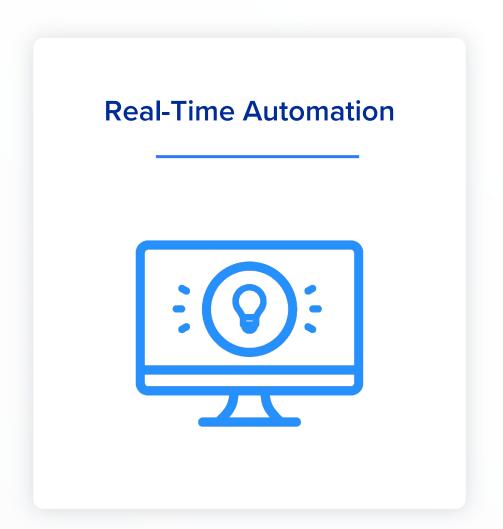
ARE YOU WORKING FOR YOUR DATA, OR IS YOUR DATA WORKING FOR YOU?



Brands That Put Data to Work Will Win









#2. DATA AT WORK = ENGAGEMENT AGILITY

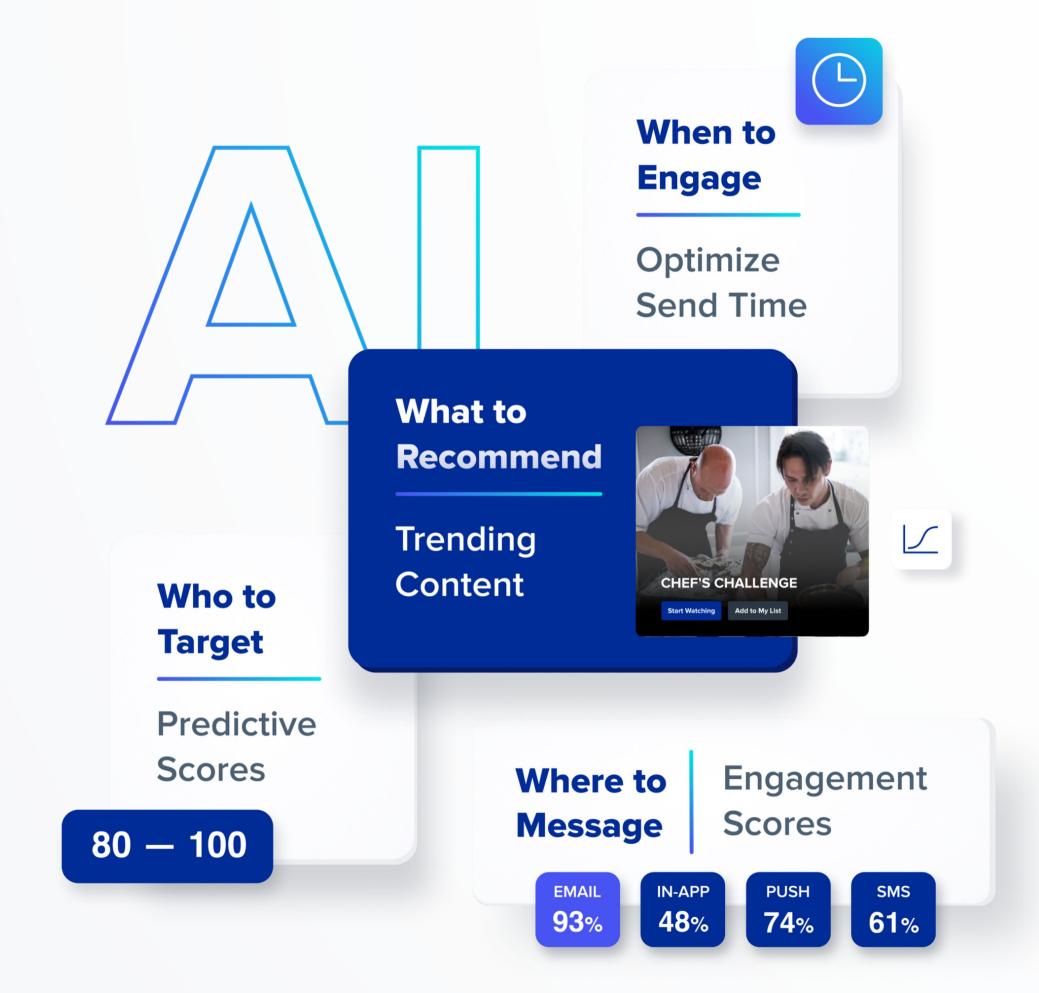


Storytelling is the Essence of Marketing...



...But How do You Scale to Millions of 1:1 Stories?

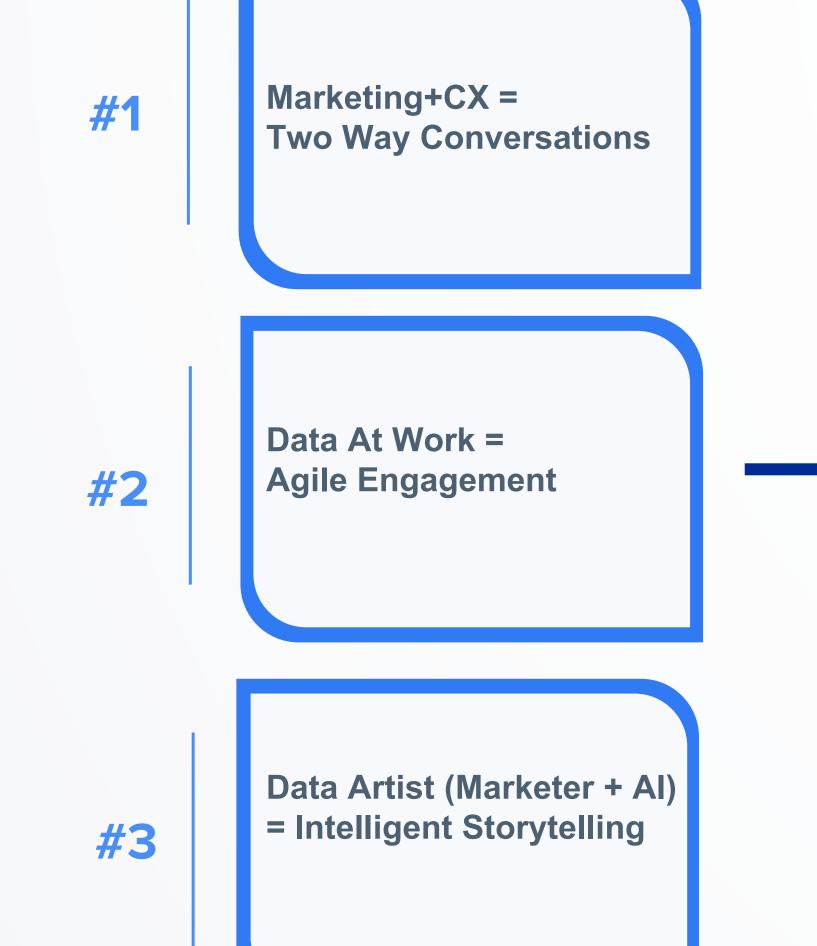




ENGAGE

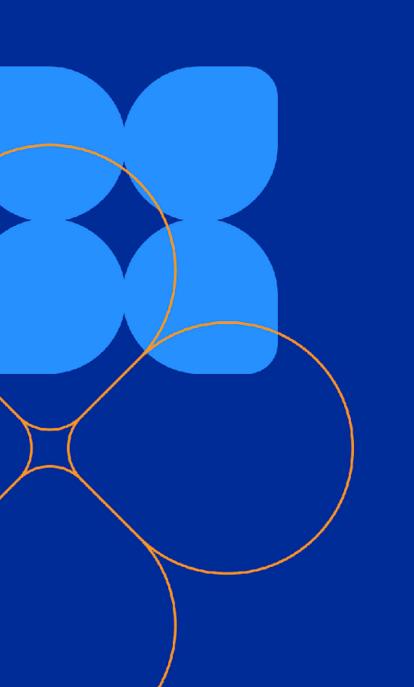
#3. "DATA ARTISTS" (MARKETER + ACCESSIBLE AI) = INTELLIGENT STORYTELLING





Customer Centric Engagement = Flywheels, not Funnels





ENTINE CONNECTIONS