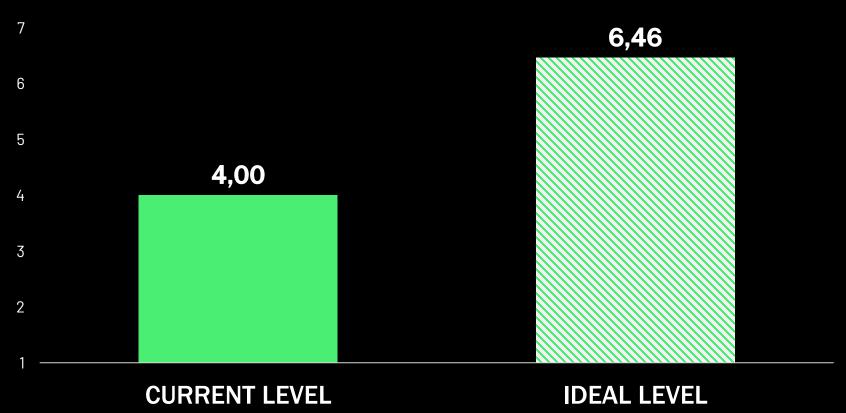


IN A GROUPM SURVEY OF MORE
THAN 50 BRANDS WE HAVE
PORTRAYED THE ITALIAN FOOTPRINT
OF DIGITAL TRANSFORMATION STATE
OF THE ART AND THE AMBITION
ACROSS SEVERAL INDUSTRIES



HOW ADVANCED IS YOUR COMPANY IN TERMS OF DIGITAL TRANSFORMATION? AND HOW EVOLVED SHOULD IT BE?

RATING SCALE: 1-7



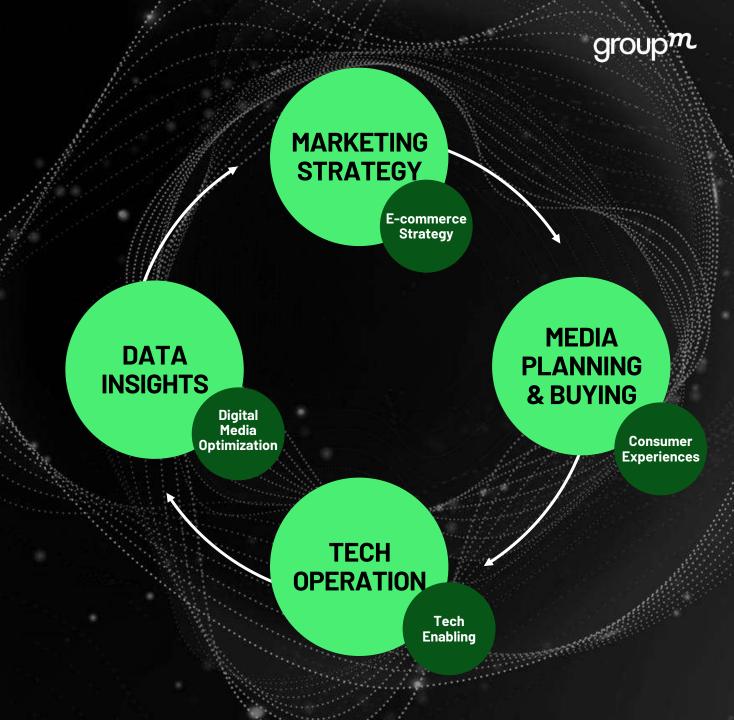


HOW MUCH DOES EACH OF THESE FACTORS NEGATIVELY IMPACT THE DIGITAL TRANSFORMATION?

RATING SCALE: 1-7 7 6 5,00 4,87 5 4,33 4,26 4,26 3,69 4 3 2 **SILOED BUSINESS FOCUS** LACK OF **RESISTANCE TO HIGH COSTS AND** LACK OF **ORGANIZATION ON SHORT-TERM ENDORSEMENT BY SPECIALIZED CHANGE ISSUES ON GOALS** WORKFORCE ADOPTION/USE OF **C-LEVEL TECHNOLOGIES**



OUR TRANSFORMATION IS
SHIFTING THE ROLE OF
TECHNOLOGY FROM
SUPPORTING MEDIA
EFFICIENCY TO BECOMING
A GROWTH ENABLER



TODAY WE JOIN ACCELERATION



Delivering for clients globally

12

Markets

+08

Offices





GETTING THE MOST OUT OF OUR CLIENTS' INVESTMENT

What We Bring to Every Client



DIGITAL EXPERIENCES

WEB ANALYTICS

MEASUREMENT

DIGITAL EXPERIENCES

- Data driven personalization
- CJ/Marketing Automation
- **CRM** implementation
- eCommerce

WEB ANALYTICS

- Privacy / CMP
- CRO
- Analytics Implementation & maintenance
- Tag Management

MEASUREMENT

- KPIs framework
- MMM/Econometrics
- TV Attribution
- Data Driven Attribution
- Incrementality Studies



STRATEGY & TRANSFORMATION

DIGITAL EXPERIENCES, **WEB ANALYTICS**





PLATFORMS

& MEASUREMENT



DIGITAL MEDIA

******* STRATEGY & TRANSFORMATION

- Digital Maturity Assessment & Roadmap
- · Operating Model & Capability Assessment
- DX Project & Program Management



TECH & DATA ARCHITECTURE

- Data Activation Strategy
- Integrated Custom Algorithms
- 1P Data Activation
- Technology Implementation & Migration
- Data Acquisition & Governance
- Cloud Services (or Marketing Platforms) & CDPs
- BI Solutions & Dashboards



DIGITAL MEDIA PLATFORMS

- Product Sales (WIP)
- Product Implementation & Integration
- Training
- Support
- Audits & Assessments







TECH & DATA

ARCHITECTURE















