

MERKLE

500+
ANALYTIC &
DECISIONING
SPECIALISTS

225+
CUSTOMER
ENGAGEMENT
SPECIALISTS

150+
PERSONALIZATION &
TESTING SPECIALISTS

100+
DATA MANAGEMENT
PLATFORM SPECIALISTS

225+
EMAIL
SPECIALISTS

Ready to Learn More?

With offices in Amsterdam, Rotterdam, London, Barcelona, and New York, we would love to discuss how Merkle can help you make data-driven customer experiences a reality.

Please get in touch with one of our experts directly:



OXYMA
A MERKLE COMPANY

Raymon de Kruijff
raymon.de.kruijff@oxyma.nl
Oxyma
Vasteland 74
3011 BN Rotterdam
The Netherlands



Stefan Van Der Wielen
svanderwielen@merkleinc.com
Merkle
International House
1 St. Katharine's Way
London
E1W 1UN

THE DATA BEHIND CUSTOMERS

POWERS THE DESIGN OF THEIR EXPERIENCES.

Merkle is a leading data-driven, technology-enabled, global performance marketing agency that specialises in the delivery of unique, personalised customer experiences across platforms and devices.

We call it **People-Based Marketing**, and with over 25 years' experience, we are proud to be recognised as a global leader.

Combined with our expertise in performance creative and media, we offer our clients content-driven, contextual and compelling customer experiences that drive business growth.

Power Your Customer Journey with Merkle + Pega

Your customers now live, work, and play in a world driven by decisive moments. And, it's forever changing the customer journey. Every customer interaction must be driven by data.

Merkle's partnership with Pegasystems makes this possible. We bring together industry leading, data-driven decisioning capabilities that make **People Based Marketing** a reality.

Why is Merkle the preferred implementation partner for Pega marketing?

- ▲ **40+** Certified **senior** Pega Marketing consultants, more than any partner in the Pega ecosystem.
- ▲ **90+** Certified global Pega Marketing consultants.
- ▲ **45+** Pega Marketing and Decisioning implementations completed with leading companies such as **Vodafone, RBS, British Airways.**
- ▲ We are experts in implementing Pega into existing customer platforms because of our partnerships with every technology leader in **Gartner's omni-channel campaign management report**, and **Forrester's Real-Time Interaction Management Wave.**

Deliver Unique, Personalised Customer Experiences with Merkle + Pega

01 DATA

We **personalise** your experiences with rich **people-based data.**

- ▲ Person-based, identity-management technology
- ▲ Industry-leading data management, audience onboarding, and data sourcing
- ▲ Seamless integration of orchestration, insights, activation, and measurement across the customer journey

02 ANALYTICS

We **design** experiences based on knowledge and a **statistical understanding of the customer.**

- ▲ Audience segmentation, customer value and analysis
- ▲ Media mix modeling and cross-channel attribution
- ▲ Targeting, personalisation and media/channel optimization
- ▲ Site analytics, performance reporting and measurement

03 TECHNOLOGY

We **power** your experiences with the **perfect integration of Pega Decision Hub.**

- ▲ Multi-solution architects and personalisation experts
- ▲ Custom implementations and integrations across Pega Decision Hub
- ▲ 800 + resources dedicated to implementing, integrating, and managing marketing technologies