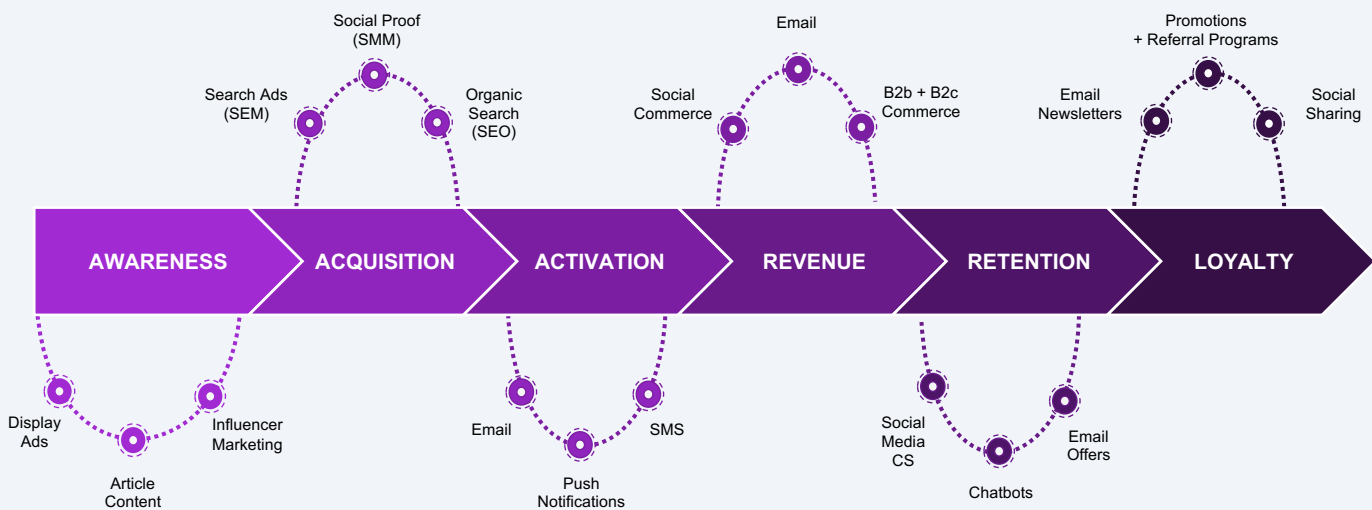# centific

Complimentary Workshop:
Getting Started with CMO.AI

Are your **people, processes and platforms** aligned to realize the full value of your marketing technology investment?

The Centific team can help with a **Complimentary Consulting Workshop** to pinpoint optimization opportunities in key areas of your Marketing Ecosystem.

Customer Journey Strategy

Plan and **deliver the most effective experiences** for your customers and optimize time-to-value.

Social Proof (SMM)

Search Ads (SEM)

Organic Search (SEO)

Email

Social Commerce

B2b + B2c Commerce

Promotions + Referral Programs

Email Newsletters

Social Sharing

AWARENESS **ACQUISITION** **ACTIVATION** **REVENUE** **RETENTION** **LOYALTY**

Display Ads

Article Content

Influencer Marketing

Email

Push Notifications

SMS

Social Media CS

Chatbots

Email Offers

MarTech Simplification

Untangle your current technology stack and **ensure the right tools are being used** for the right function, and in the simplest manner.

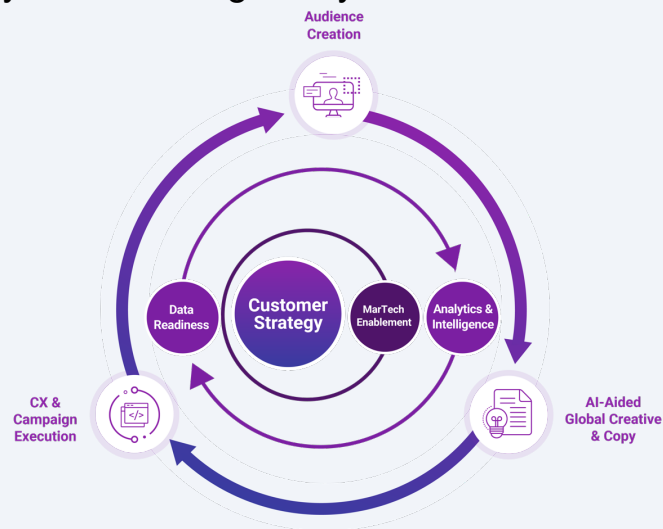| MarTech Planning Canvas		
Determine the role of each tool in the stack	Determine which tools perform too similar or duplicate functions	Decide which tasks are best performed by humans vs. tech
Weigh the cost of a toolset against the role it serves	Survey the MarTech landscape for solutions to consolidate tasks	Survey your team to identify Gaps in people's capabilities

Data Maturity Benchmarking

Are the right data capture, clean-up, integration and governance processes and infrastructure in place to **drive advanced analytics** and deliver the most impactful experiences?

Level 1	Level 2	Level 3	Level 4	Level 5
Siloed business units	Data scientists join IT departments	AI/Data Science dedicated team	AI COE + Distributed innovation with citizen developers	AI COE enabled democratized innovation culture with deep digital expertise
Localized applications & decision making	Agile development methods	Business ownership of decision science applications	Application enabled mature capabilities and insights	Agile culture enterprise-wide
Heavy reliance on spreadsheets	Centralized data/cloud-based platform	Advanced machine-learning models	Integrated foundation of software, data and AI with consistent architecture and integrated APIs	Integrated foundation with custom, modular and scalable tools and platform infrastructure
Siloed data when it is structured and majority dark data	APIs for sharing data internally, significant dark data	Unified, modular data platform, moderate levels of dark data	Unified, modular data platform, moderate levels of dark data	True enterprise-wide data fabric with almost zero dark data

The Output

A clear **people, process and technology roadmap** to drive the right intelligence across your marketing ecosystem.

About Centific

Centific is a global engineering and marketing company that helps customers realize value in their Adobe marketing transformation journey through custom solutions and professional services.

Contact us at solutions@centific.com or visit our website.