KEY PERFORMANCE CONSULTING

BEYOND BUSINESS PERFORMANCE. TOGETHER

Practice Marketing Client

BUSINESS INTELLIGENCE • PERFORMANCE MANAGEMENT • DATA WAREHOUSE • MOBILITY
CUSTOMER INFORMATION MANAGEMENT • INTEGRATION • MASTER DATA MANAGEMENT

KPC Marketing Skills Matrix

Technology

- Discovery and Blueprint development
- Solution design
- Configure applications and custom integrations
- Provide API consultation
- Platform-driven automations
- Data schema consultation
- Build complex custom reports and data imports/extracts
- Conduct thorough QA of Marketing Cloud configurations and integrations

Expert

< 20 projets d'intégration

Strategy

- Project Governance
- Strategic assessments
- Industry trends
- Topical POV's
- Life-cycle strategies
- Cross-channel plans
- Competitive
- Best practices
- Testing
- Benchmarks
- Metrics & reporting
- Content strategy

Expert

< 15 projets d'accompagnement Métier

Creative

- Design assessments
- Industry design trends
- Design and usability testing/analysis
- Workshops / training
- Style guide creation
- Complex and responsive email design
- Template/modular content design
- Copywriting

Avec partenaires

< 5 projets adaptation templates email ou webpages web JSSP

Data Science

- Behavioral analysis
- Engagement profiling
- Cross-channel insight
- List churn analysis
- Acquisition source evaluation
- Cohort trending
- Frequency / cadence optimization
- Complex testing
- Demographic profiling

Expert

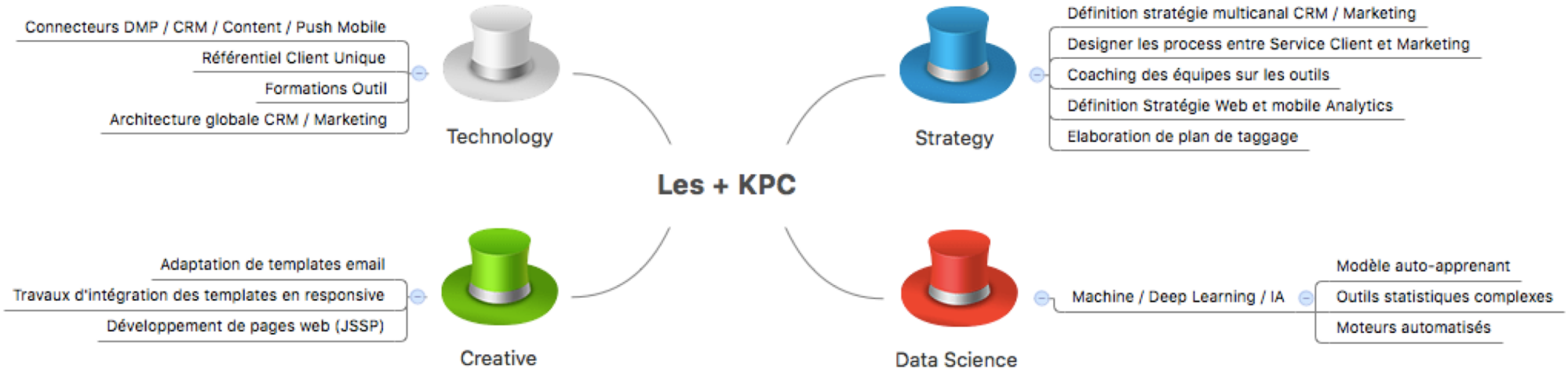
Clients
- CMA CGM
- Airbus

Deliverability

- ISP / Inbox trends
- Reputation assessment
- List health
- IP strategies
- IP Ramp-up
- Monitoring
- Investigation
- Remediation

Expert

Ramp up de 76M d'emails / mois sur 10 pays

KPC Marketing Skills Matrix

Les + KPC