

## We are Edit, a data and tech consultancy.

We optimise customer connections by supercharging first-party data in an ethical and privacy-first way. We generate exceptional ROI through the intelligent application of strategy, data and marketing tech to deliver hyper-personalised customer journeys.

Unlike other CRM agencies, our purpose is not simply to design creative and push out campaigns, but to get to the very fundamentals of what a successful CRM programme should look like. We strip everything back to our client's core objectives and take a data-driven, consultative approach, something we like to call Transformational CRM.

Our Transformational CRM approach places impact over input. Our clients trust us to do the alchemy that turns data – their most valuable asset – into revenue. We can also help ensure that the newest and most up-to-date principles are presented to consumers in a way that makes them feel reassured that they are in control of how their data is used.

Certified



Corporation

DM  
Awards  
Gold Winner 2021

campaign  
TECH  
AWARDS  
WINNER

### How to get started with us

For qualifying opportunities, we can offer a free of charge Connected Customer Accelerator (CCA) evaluation. Our CCA is designed to help organisations understand the maturity of their customer relationship building capabilities in light of what they want to achieve.

- Assess the organisation's ability to build strong customer relationships
- Aimed at CMOs, Heads of Marketing/Engagement/CRM
- Focus on best practice and providing an aspirational state
- Outcome of a CCA evaluation is practical goals, shared understanding of desired outcomes and roadmaps, a clear CTA and next steps

Our CCA can accelerate the deal-making process and lead to better projects and happier customers.

### Services engineered to optimise customer connections

#### Transformational CRM

Optimising customer connections, improving retention and driving growth

#### Marketing technology

Creating value by configuring and optimising technology investments

#### Intelligent data

Uncovering powerful insights within client's data

# Our approach to CRM strategy

We like to approach strategy in a clear and understandable way so that when it's applied, it sticks. We collaboratively explore with our clients where they are at any given point in time by breaking down the strategy into the following sections and using everything we discover to start to create a plan of action to achieve their long-term or overall aims.

## Customer centricity

We say that we are customer centric and we make sure customers are the focal point of every part of our strategy.

## Balanced insights

We are a data-driven marketing consultancy, but only when we need to be. We know data has its place, but the most powerful customer insight is balanced – drawing upon the right tools within the right context.

## Value exchange

At the heart of everything we do is the value exchange between the customer and the business we're working with – our work aims to satisfy and benefit both parties.

## Personalisation

On its own, personalisation doesn't mean anything. You may want 'omni-channel personalisation'. But we're more interested in why you want it. What do you want your customers to do as a result?

## Data strategy

We like to think of customer data as the words within a conversation between the customer and the business we're working with. When we say data strategy, we mean customer data capture, enhancement and re-application to the customer journey – making their experience better.

## Customer journey planning

We start by understanding the business, its customer profiles and how those customers interact with the business – that's how we start developing your journeys.

## Alignment

Because we're outcome-led, we're obsessed with strategic alignment – to deliver changes in customer behaviour and ultimately impact against core measures for the business.