



Accelerating Success of Customer-Centric Manufacturing Transformation

With heightened pressure to accelerate category and customer growth, manufacturers must embrace changes in how they market to new audience segments and lean into digital transformation to increase efficiency and build stronger relationships with distributors, dealers, and end consumers. To excel in this new digital ecosystem, CMOs must drive a consumer-centric model to improve product design, reduce risk, and drive better service-based models.

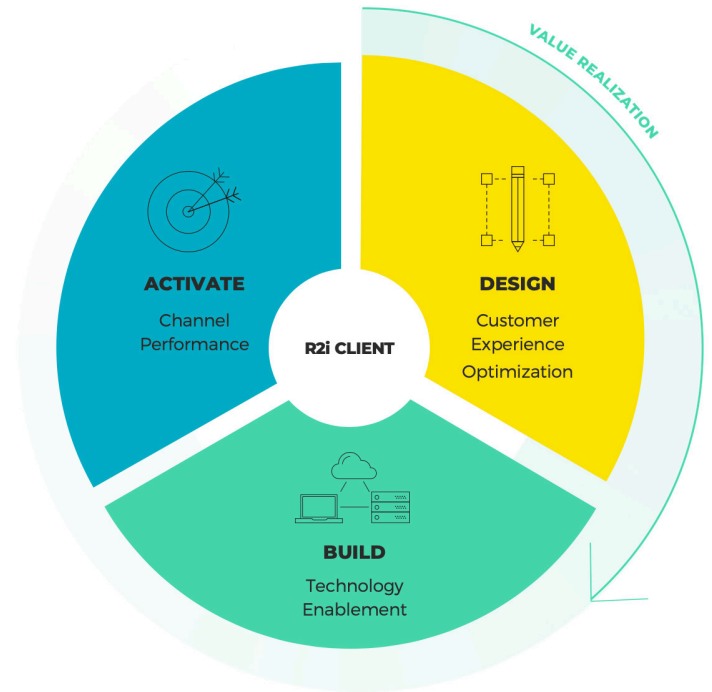
Mapping the Manufacturing Cycle



*Customers become **ENGAGED** directly with manufacturers' brands and products.

This philosophy requires a deep commitment to customer experience—understanding audience needs, content and resources they seek, and the marketing touch-points that cultivate better relationships between dealers, distributors, and end consumers.

R2i: Guiding the journey of digital maturity for manufacturers with Adobe



Best-in-breed digital experience strategy based on the ideal customer journey for unique audiences and visitor segments

- Customer experience journey mapping
- Segmentation, targeting, and audience requirements strategies
- Technical, operational, and cultural business requirements

Future proofing the Adobe stack by building an integrated experience and 360° view of each customer experience

- Technology roadmapping
- Technology implementation and integration across full stack (including non-Adobe)

Loyalty creation through enriched customer experiences

- Personalization, targeting, A/B testing, compelling content curation, and advanced analytics
- Program and content strategy development

Activated digital engagement through increased website traffic, lead submissions and improved data capture

- Implementation of search and paid media strategy to drive engagement
- Optimization of funnel success via data capture and lead nurture strategies

R2i combines industry knowledge, customer insights, and a holistic roadmapping approach to help manufacturing marketers elevate their digital maturity and better customer engagement.

MANUFACTURING BRANDS WE ACCELERATE

