

MAXIMIZING YOUR CONTENT SUPPLY CHAIN INVESTMENT

Path to value realization

MERKLE | **Vanguard**[®]

PRESENTED BY



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In 2002, Billy Beane had the lowest payroll
in the league and yet found a way to get

20

CONSECUTIVE GAME WINS



HOW?

By changing the culture & operating model around the roster he already had.

You can do the same with your CSC investments.

THE SITUATION

Billions invested, significant upside remaining

51%

of leaders do not believe their organization is capable of improving Customer Digital Experience

49%

of martech capabilities actively being used today

THE OPPORTUNITY

CHANGE THE CONDITIONS

Catch the organization up to the technology

The background is a dark blue gradient with abstract, geometric shapes and light streaks, creating a sense of depth and movement. The text is centered and reads:

So what is actually
IN THE WAY?

The Good news?

EVERY BARRIER IS SOLVABLE



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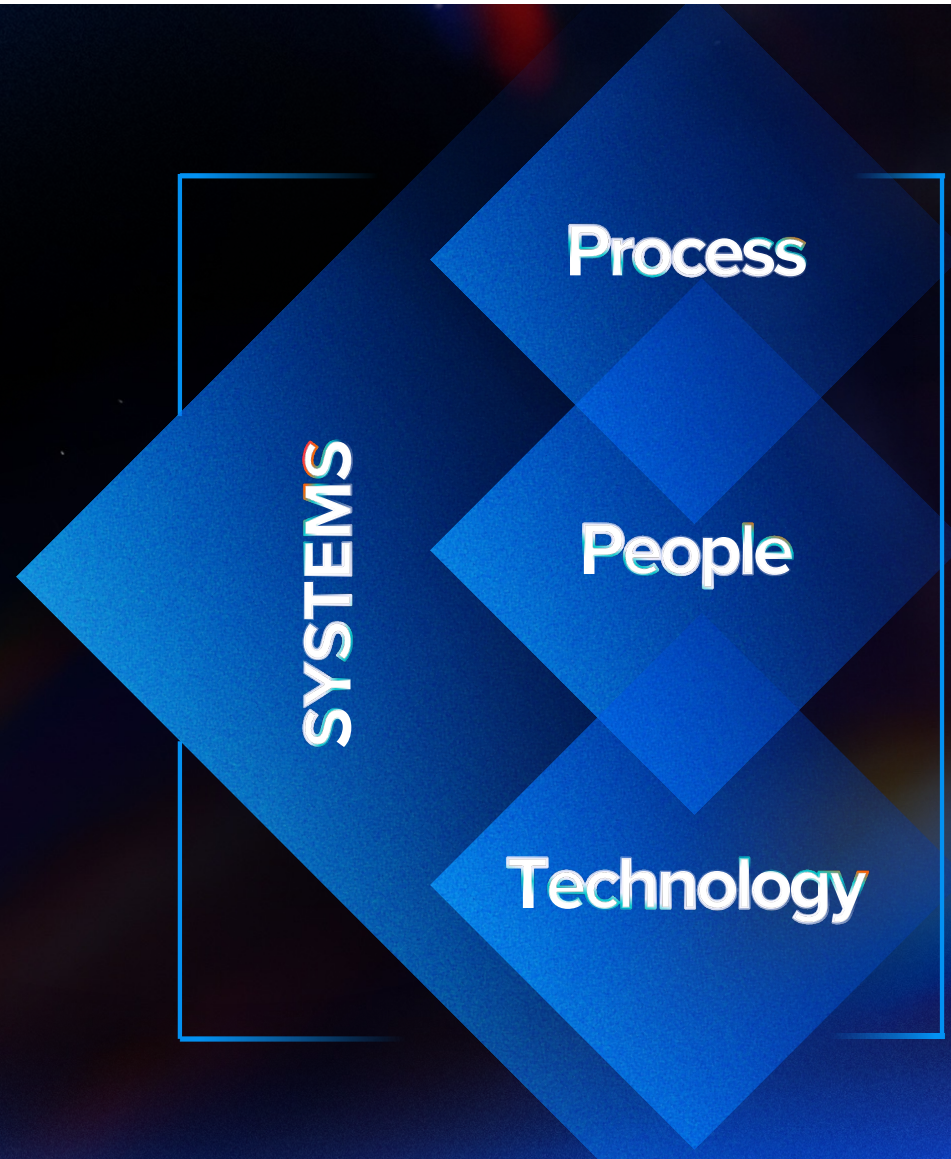
Michelle Cascone

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MERKLE

Change at

EVERY LAYER



How does marketing
**ACTUALLY GET
DONE?**

*The three
horizons...*

NOW

NEAR

NEXT
North Star State

OF...

DAYS TO MARKET

HANDOFFS PER STEP

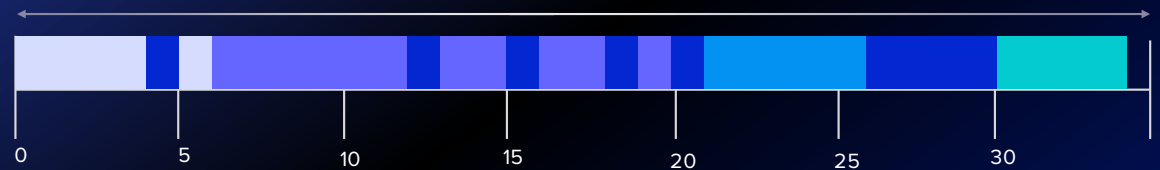
PEOPLE PER PROJECT

- Strategy
- Creative
- Activation
- Messaging
- Legal

NOW

Teams spend time chasing handoffs and approvals

How marketing gets done **today**



OF...

DAYS TO MARKET

HANDOFFS PER STEP

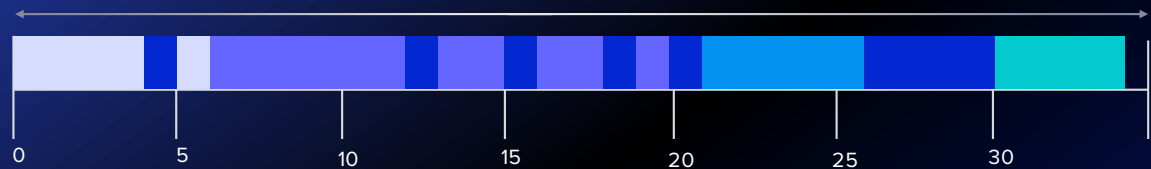
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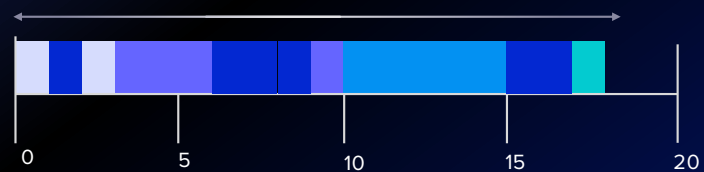
How marketing gets done **today**



NEAR

AI and automation unlock momentum and empower strategy

How your marketing gets done **tomorrow**



OF...

DAYS TO MARKET

HANDOFFS PER STEP

PEOPLE PER PROJECT

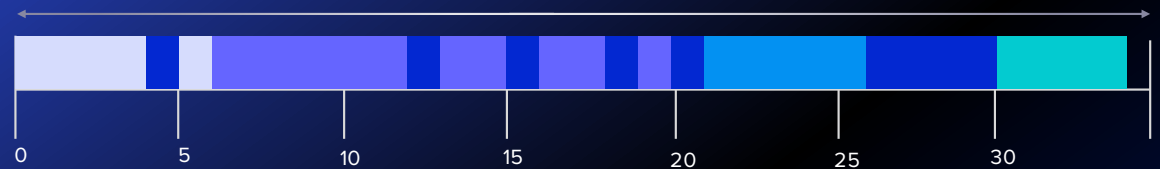
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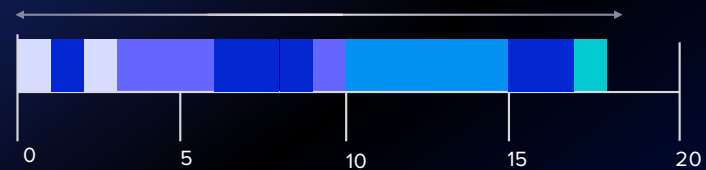
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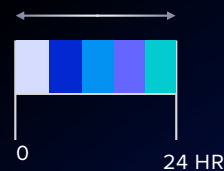


NEXT

North Star State

Turning ideas into action in hours, not weeks.

How your marketing gets done **in the future**



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FIRESIDE CHAT

with Lee Lai

What separates organizations that realize value?

1

Change at every layer is treated as a first-class workstream

2

Value is measured early and often

3

Maintain an active optimization posture

THE ROLE AI PLAYS & WHAT IT REQUIRES

AI...

*is the most powerful accelerator
to the work before the work*

brings decisions to near-real time

*amplifies your operating model.
Make sure it's one worth amplifying.*



Your Next Step



Merkle is proud to be recognized by **Adobe** as a

**CSC Change Management Premier Partner
for GenStudio Transformation.**



KEY TAKEAWAYS

The platform
isn't the problem,
the operating
model is

Redesign
from the work
in, not the
technology out

AI is the
accelerant,
not the
foundation

THANK YOU

Chat with us at booth 1207



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Learn more about
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