



## Deliver Seamless Omnichannel Digital Customer Experience with ADA x Optimizely





In today's digital-first world, marketers must ensure that brands provide digital channels for consumers and a great customer experience throughout every touchpoint in the customer's digital journey. By combining ADA's consulting, UX/UI, technology, and media services with Optimizely's enhanced end-to-end DXP solutions, organisations can provide consumers with a seamless omnichannel digital customer experience, driving more value for customers, increasing business returns, and establishing long-term loyalty.



*This partnership combines ADA's experience in data analytics and marketing technology (MarTech) with the capabilities of Optimizely's best-in-class DXP platform to help brands improve their marketing with a customer-centric strategy.*

## How Optimizely Works with ADA to Help Elevate Brands

### Digital Experience Maturity Model

PARAMETERS	Maturity Level	Novice	Ready	Proficient	Advanced
	 <b>Benefits Derived</b>	<ul style="list-style-type: none"><li>KPIs are traffic related and ease of content rollout by Marketers</li><li>Build customer-centric marketing strategies</li><li>Automate engagement with each customer</li><li>Rapidly adapt to changes in the market</li></ul>	<ul style="list-style-type: none"><li>Ease of promotions and campaigns for Marketers using connected DXP platform with tracking</li><li>Content creation at fingertip</li><li>Analytics Foundation for capturing critical customer insight</li><li>Insights from Experimentation</li></ul>	<ul style="list-style-type: none"><li>Right information into the right hands at the right time</li><li>Efficient customer retention and increased market share</li><li>Nurture Prospects</li><li>Customer Profiling using multichannel attribution</li></ul>	<ul style="list-style-type: none"><li>Enhanced efficiency and effectiveness through business-critical data insights</li><li>Ability to outsmart competition and unlock new revenue streams</li><li>360-degree customer views</li></ul>
	 <b>Optimizely Stack/Product</b>	<ul style="list-style-type: none"><li><b>Optimizely Content Cloud</b></li><li><b>Optimizely Commerce Cloud</b></li></ul>	<ul style="list-style-type: none"><li><b>Optimizely Content Cloud</b></li><li><b>Optimizely Commerce Cloud</b></li><li><b>Intelligence Cloud Optimizely</b></li><li><b>Optimizely Experimentation</b></li></ul>	<ul style="list-style-type: none"><li><b>Optimizely Content Cloud</b></li><li><b>Optimizely Commerce Cloud</b></li><li><b>Intelligence Cloud Optimizely</b></li><li><b>Optimizely Data Platform</b></li></ul>	<ul style="list-style-type: none"><li><b>Optimizely Content Cloud</b></li><li><b>Optimizely Commerce Cloud</b></li><li><b>Intelligence Cloud + Exp</b></li><li><b>Optimizely Data Platform</b></li></ul>
	 <b>ADA Offerings</b>	<ul style="list-style-type: none"><li>Ecosystem Audit and Identify pain points</li><li>Digital transformation roadmap creation</li><li>Optimizely Implementation</li></ul>	<ul style="list-style-type: none"><li>Design Implementation strategy</li><li>Build and deploy the DXP ecosystem on Optimizely</li><li>Data strategy and governance setup</li></ul>	<ul style="list-style-type: none"><li>Customer Lifecycle Management</li><li>CRM Strategy and Rollout</li><li>Integration with Digital touchpoints</li></ul>	<ul style="list-style-type: none"><li>Managed Services</li><li>Cross channel Marketing Automation</li><li>Predictive Analytic roll-out</li><li>Optimize Cross channel experience</li></ul>
	 <b>Business Challenges</b>	<ul style="list-style-type: none"><li>Brand.com only used for online presence</li><li>Organization does NOT have a single coherent system architecture</li><li>Content Management requires an agency or devs.</li></ul>	<ul style="list-style-type: none"><li>Too many systems affecting growth</li><li>Content distribution across channels not automated</li></ul>	<ul style="list-style-type: none"><li>Customer acquisition</li><li>No Analytics capture of customer decision journey</li></ul>	<ul style="list-style-type: none"><li>Customer Data silos</li><li>No 360-degree view of customer</li><li>No single source of truth for content</li></ul>

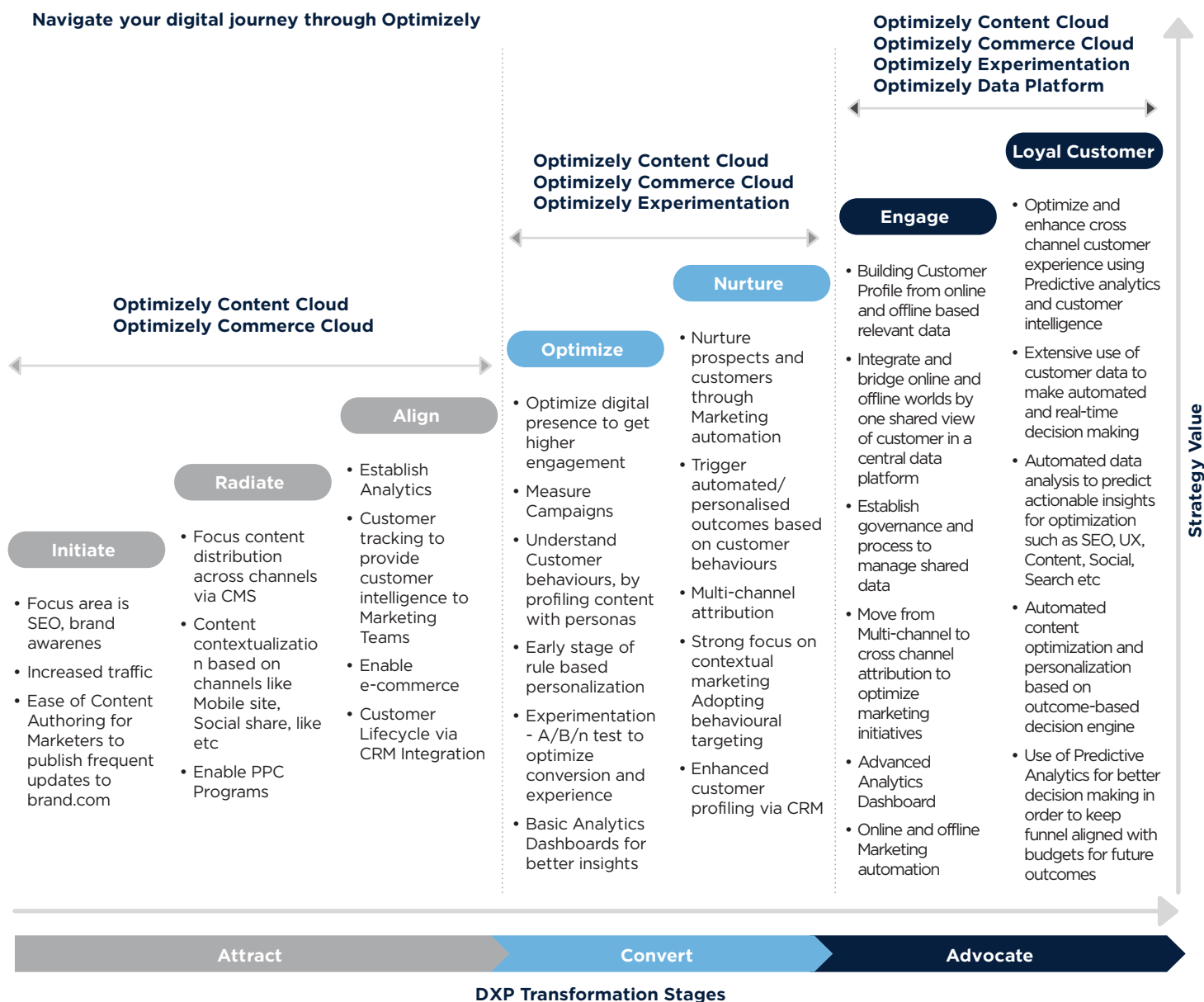
Throughout their entire customer decision journey, brands gain actionable insights to create personalised user experiences leveraging AI based on that customer's behaviour, while providing all teams access to all past interactions with the brand and predictions on the customer's future behaviour, such as propensity to purchase.

To help brands get a step ahead of their competitors, ADA can bring in the expertise to strategise the client's journey toward digital transformation and can provide brands with the technical expertise to implement Optimizely solutions.

# How Do Our Solutions Work and What Results Can Brands Expect?

## Customer Experience Transformation Journey

Navigate your digital journey through Optimizely



Partnering with Optimizely and ADA will help brands:

- Gain a competitive advantage
  - By effectively measuring and visualising customer experience, you can build a rich picture of your brand's current performance and focus on identifying opportunities to exceed customer expectations.
- Reduce risks
  - Use Optimizely to make data-driven decisions in a brand's decision-making to win, grow, and retain customers.

- Build lasting relationships
  - Provide the right digital experience for each customer to build loyalty through personalised experiences.

### Transform the Omnichannel Digital Customer Experience with us

We partner with brands to grow their business, increase return on investment (ROI), and accelerate innovation from a single, comprehensive platform, using our experience and expertise in delivering software solutions for various industries.



#### About ADA

ADA is a data and artificial intelligence company that designs and executes integrated digital, analytics, marketing solutions, and eCommerce solutions. Operating across 10 markets in South and Southeast Asia, ADA partners with leading brands to drive their digital and data maturity and achieve their business goals.



#### About Optimizely

Marked as a DXP leader by Gartner for three consecutive years, Optimizely is trusted by 9,000+ businesses and millions of happy customers. With Optimizely, you can operate with data-driven confidence to create hyper-personalised experiences. Our content, commerce, intelligence, and experimentation capabilities make even the most complex scenarios simple, helping you unlock your digital potential. Learn more at [www.optimizely.com](http://www.optimizely.com).