



UNIQUE ENGAGEMENT— FOR AVANCEPIERRE FOODS' UNIQUE CUSTOMERS.

BOB.

As consumer shopping behaviors become increasingly diverse, so too must your consumer engagement strategies.

While most brands recognize that personalization is the key to engaging diverse audiences, efficient execution is easier said than done!

Effectively managing customer data, converting it into personalized content and delivering it via channel preference on-time and on-budget can be a challenge.

While many brands remain hindered by time, resource and technology barriers, others are turning to Cierant...

PERSONALIZED SHOPPER MARKETING EXECUTION... MADE SIMPLE.

Cierant Corporation is a marketing execution company that cost-optimizes, automates and manages the creation to distribution lifecycle of personalized marketing programs.

We streamline and segment data, simplify and enhance dynamic composition and integrate preference-driven distribution to make personalized marketing execution across media simple and affordable.

SERVICES

Cierant enables 1:1 shopper engagement across the pre- to post-shop lifecycle via the following services:

- Data cleansing & segmentation
- Personalized design & composition
- Digital content management
- Cross-media integration
- Preference-driven distribution
- Real-time engagement reporting

Bob, whether you're looking to optimize the personalization of your digital, direct mail or in-store marketing, Cierant has the flexible technology and personalization specialists to make it happen!

A PERSONAL EXPERIENCE... JUST FOR BOB!

Visit your personal page:

engage.cierant.com/unique/Bob384

to learn more about our services and schedule a personalization consultation with one of our senior solution executives.