

You Don't Have A Data Problem

You Have An
Intelligence Problem



Alyssa Furth
Sr. Manager, AdTech
Credera

Credera



MarTech and AdTech are converging.
Most organizations are not.



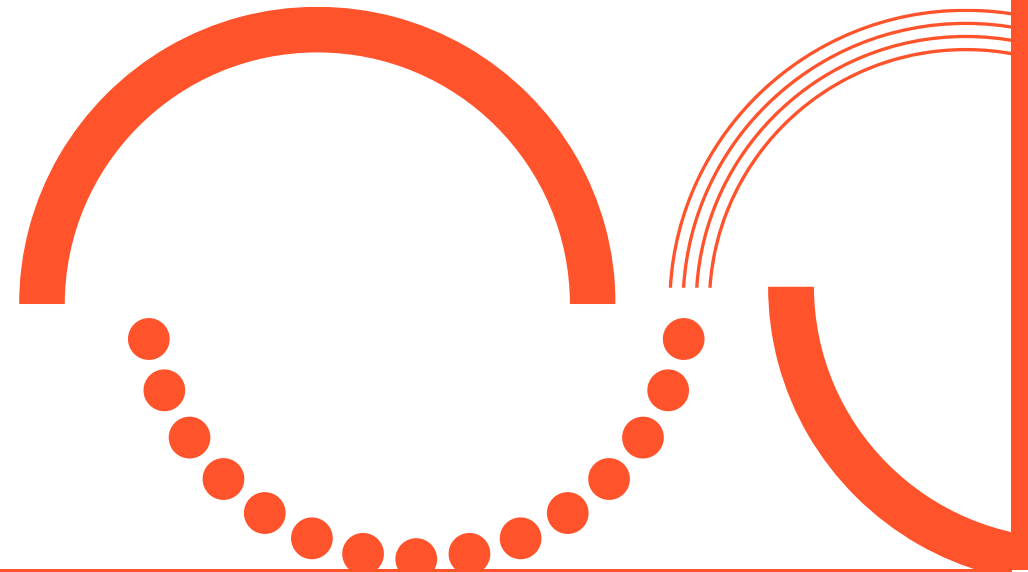
Credera

Omnicom's
transformation consultancy.



Alyssa Furth

Senior Manager,
AdTech





This creates a gap between marketing ambition and operational capability.

Marketing is fragmented

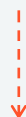
You have rich customer data



It never reaches media activation.

Activation is delayed

Customers are moving in real time



Your systems aren't.

Measurement is incomplete

You're spending millions on media



You can't prove what's really working.



It's time to deliver on our promise.

Right person, right message, right
time



Data & Signal



What you know
about your customer
(learned **over time**)



What's happening
right now



THE DATA-DRIVEN ERA

Data



Signal



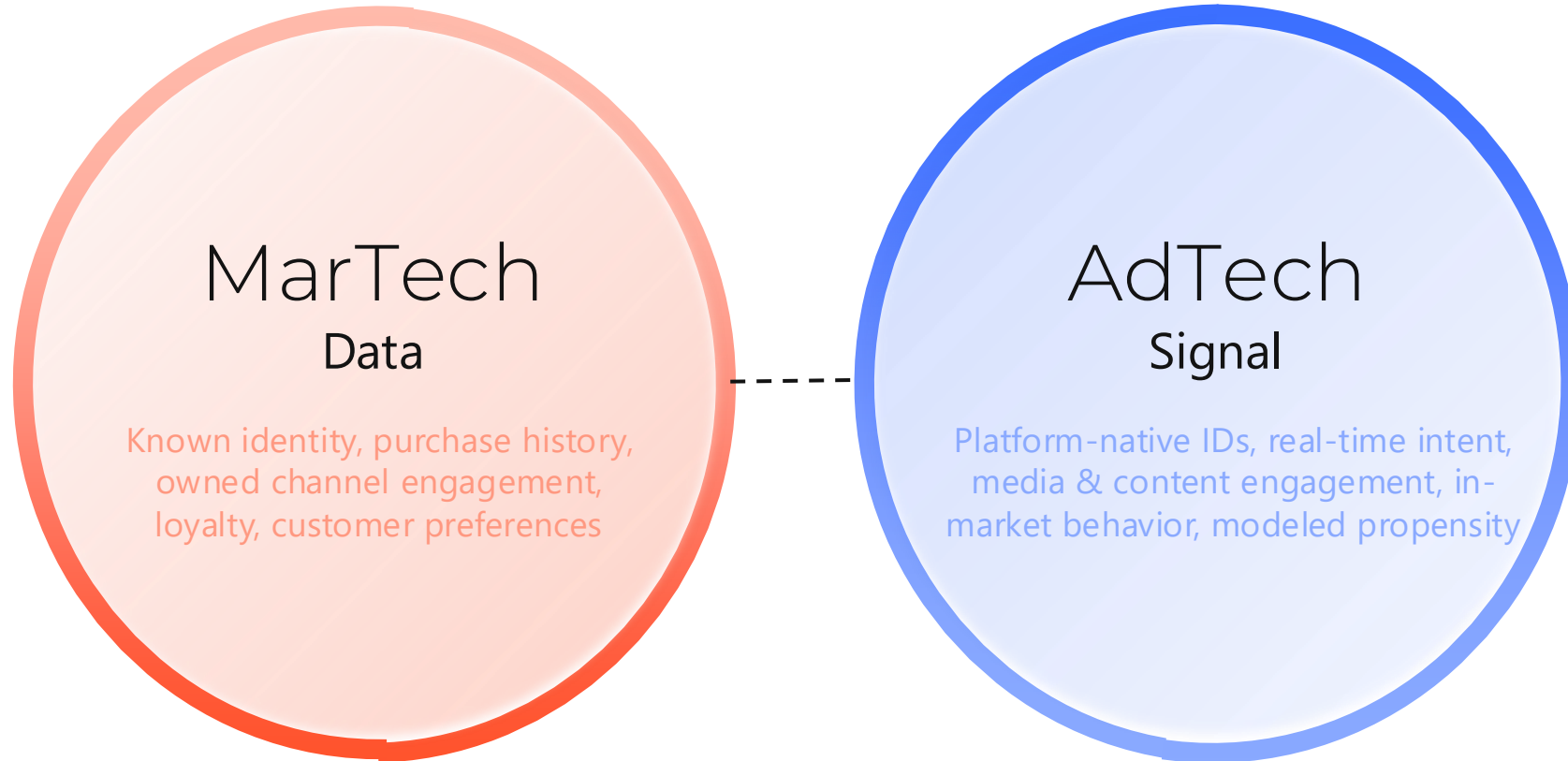
Stored customer records and
historical context for
segmentation and analysis



Aggregated behaviors and
media interactions for
targeting and reach



Most organization have both,
integrated but not orchestrated.





THE AI-ERA

Signal



Real-time behaviors
and interactions
inform identity and intent



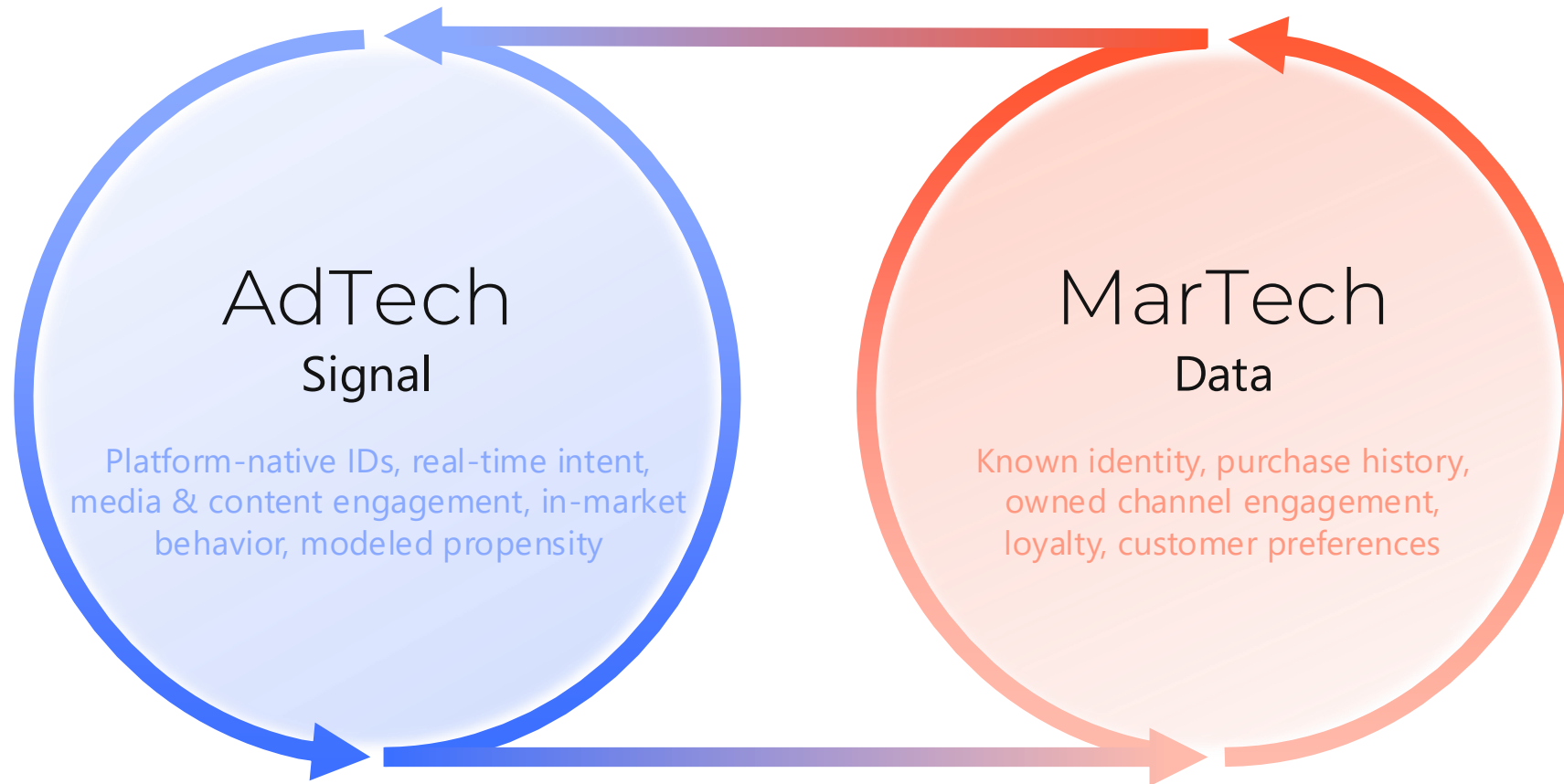
Data



Continuously evolving
customer intelligence
drives action



In today's reality, growth comes from data & signals **operating as a system.**





From a portfolio of platforms to a **connected operating system.**

1.

Data and signals are
the basis for identity

2.

Marketing & IT align
to shared outcomes

3.

Insight feeds
activation in real-time

4.

Impact is measured,
not assumed

A foundation for shared intelligence, real-time activation, and orchestrated customer experiences across channels.





Anchored in **Tealium** and **AWS**, connected by **Credera**.

Tealium unifies, enriches, and activates real-time customer data and event signals.

- Clean, real-time data streams (events, customer)
- Unified customer profiles
- Triggers real-time activation and personalization

AWS powers intelligence, decisioning, and AI at scale.

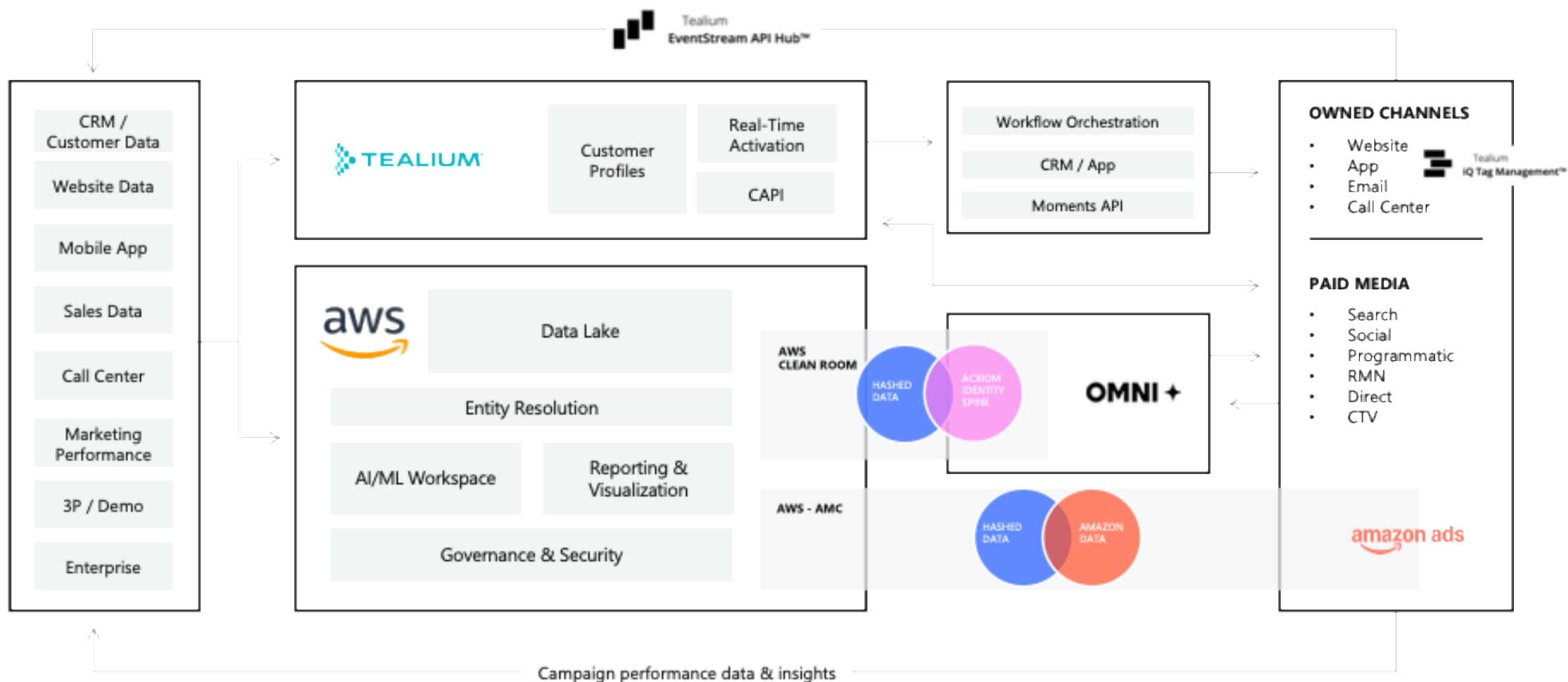
- Single enterprise intelligence layer
- Advanced analytics, modeling, and AI/ML applications
- Custom AI and agentic workflow development
- Connects marketing activity to commercial outcomes

Credera architects and orchestrates the system that turns intelligence into action.

- Connect data, signals, and platforms into a unified operating model
- Design how intelligence flows into real-time decisions and activation
- Align data, media, and technology teams to operate as one system
- Unlock new capabilities and business transformation to support personalization, precision advertising, and AI strategies



From a portfolio of platforms to a **connected operating system.**









Case Study: Pharma

VISION

Transform consumer marketing strategy by delivering personalized, high-impact experiences in a direct-to-consumer (D2C) model comparable to top consumer brands.

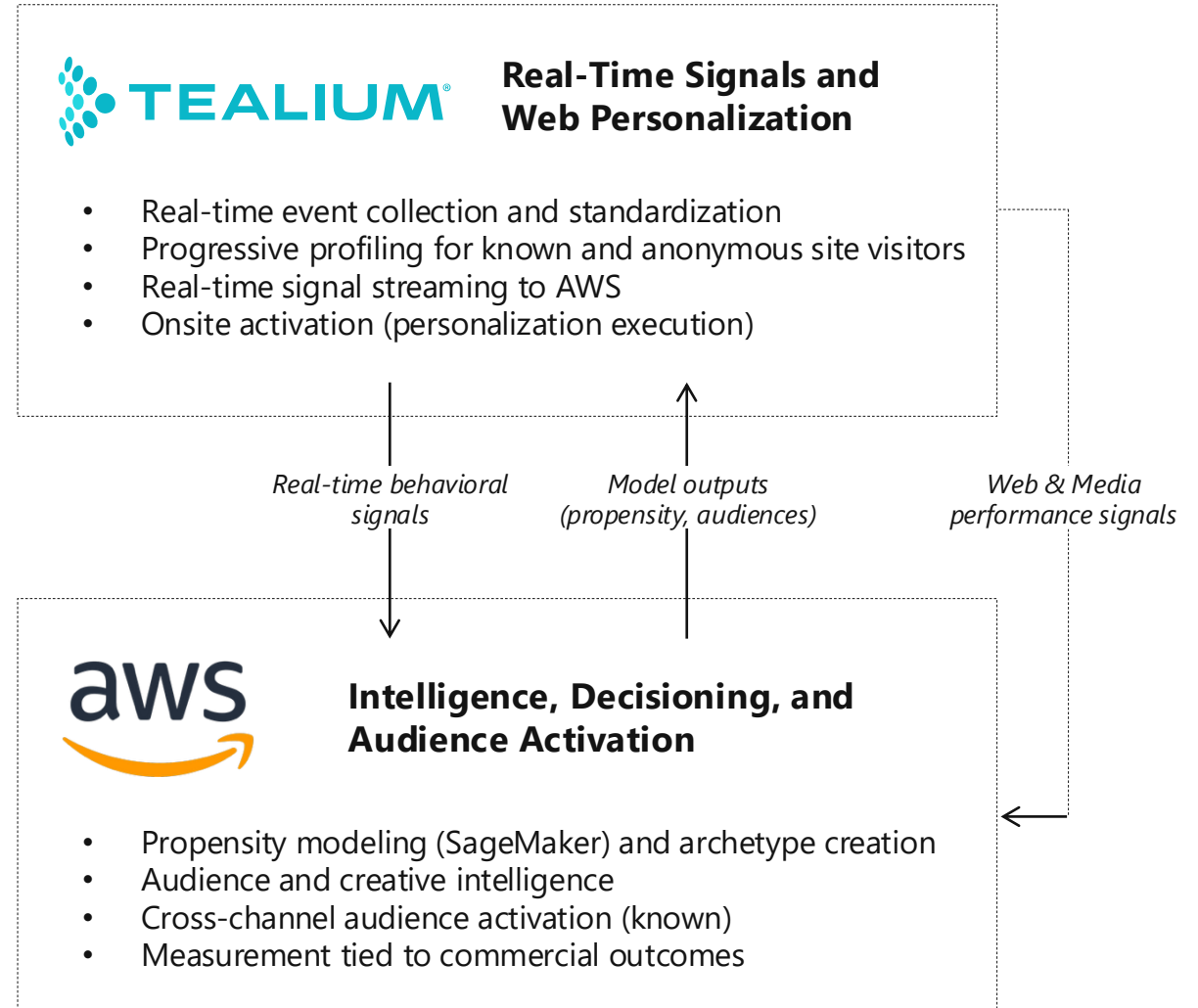
Achieving this required addressing issues such as:

-  Disconnected customer experiences
-  Fragmented data systems
-  Slow reporting cycles
-  Limited visibility into marketing's commercial impact





Transforming consumer engagement in pharma with real-time data & personalization



Transforming consumer engagement in pharma with **real-time data & personalization**

GROWTH

\$400M

In net-new revenue over
24 months across three
brands

EFFICIENCY

\$12M

Per quarter saved in
retargeting overspend

PERSONALIZATION

\$90M

In net-new revenue
driven by
personalization



A Fast, Practical On-Ramp



Our Precision Advertiser Accelerator is a secure, scalable data solution that unifies customer profiles, accelerates activation, and delivers actionable insights — building the foundation for faster data-driven marketing and confident compliance.



Boost ROI

Maximize targeting precision and cut wasted media spend.



Activate Faster

Onboard & deploy 1PD in days, not months.



Integrate Anywhere

Connect seamlessly across platforms & channels.



Unify Insights

Centralize reporting for a single performance view.



Ensure Compliance

Maintain privacy & retain full data ownership.



Scale Efficiently

Leverage proven templates to reduce risk & costs.



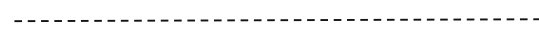
The system
gets sharper
with every
interaction.

Every decision becomes more
accountable and defensible.

Customer experiences are more
relevant, more precise, and more
likely to convert.



Own what
you can



Connect what
you can't

Thank You