



Sirius' digital consultants partner with clients to assess their current digital marketing maturity (DMM) level (the as-is state). The team works with clients to understand their business requirements, KPIs and unique constraints, enabling the creation of a roadmap (the to-be state). The Sirius team then executes the roadmap, integrating with key client initiatives: customer experience, mobility, commerce and business intelligence.

Sirius delivers value across all aspects of the digital marketing techno-system, enabling our clients to focus on business and results.

ADOBE MARKETING CLOUD DON'T JUST REACH YOUR CUSTOMERS, KNOW THEM

The Adobe® Marketing Cloud (AMC) provides everything digital marketers need in one spot. It's a complete set of analytics, social, advertising, targeting, Web experience management and cross-channel campaign management solutions. AMC offers a unique set of capabilities that can help your business go from data to insights to action more efficiently and effectively than ever.

AMC provides:

- A single tool for filtering the most important signals about user needs.
- A single platform for building innovative, engaging consumer experiences.
- A single package for making sense of data across all touch points.
- A single place for storage and deployment of creative assets.



BUSINESS PLUS

Solution Partner

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WHAT SOLUTIONS ARE INCLUDED?



Adobe Analytics helps tell your business' story with data by leveraging high-performance, real-time analytics across online and offline marketing channels. Adobe Analytics can enhance decision-making, deepen understanding of segmented audiences and more, so marketers can continuously improve the performance of marketing activities.



Adobe Audience Manager is the industry's first data management platform that consolidates audience information from all available sources. It identifies, quantifies and optimizes high-value target audiences, which can then be offered to advertisers via an integrated, secure, privacy-friendly management system that works across all advertising distribution platforms.



Adobe Campaign provides comprehensive campaign and personalization management capabilities to address a key challenge for marketers: how to build and extend relationships with their customer base to drive top-line revenue growth and ROI. The key capabilities include comprehensive campaign orchestration, integrated client profiles, personalized cross-channel execution, and an open and flexible architecture.



Adobe Experience Manager (AEM) is a comprehensive content management solution for building websites, mobile apps and forms. AEM makes it easy to deliver digital experiences; to deliver consistent content across websites and mobile to in-store and beacons; and to deliver and manage experiences that are responsive, relevant and social.



Adobe Social connects social interactions and business results, empowering marketers to demonstrate social impact at every stage of the customer journey. This comprehensive solution enables organizations to optimize social engagements at scale, and to drive acquisition, conversion and retention across marketing channels.



Adobe Target can personalize offers for your site visitors, merchandise search results, provide appropriate cross-selling opportunities, or test and later optimize a first-page experience. Additionally, it can understand content affinity and recommend targeting to appropriate segments. Adobe Target can also optimize online offers and test registration pages to ensure that the optimal workflow is being offered.