

unleash your martech potential.

maximize marketing technology return on investment
with tailored services from randstad digital



With an optimized marketing technology (martech) stack, marketing organizations can run at peak efficiency and effectiveness. But for most organizations, martech is underutilized. The complexity of the technology stack combined with a lack of advanced skill sets leads to the average marketing organization using only 33 percent of their martech capabilities.¹

Partnering with Randstad Digital for industry-leading martech expertise can help you overcome the technological, cultural and business challenges of marketing technologies to unleash the full potential of your investments.

optimizing your martech stack requires expert services, such as:

- **advisory services:**
Strategic guidance and expertise for maximizing martech return on investment (ROI). This includes assessing your technology landscape and aligning martech investments and capabilities with business goals while overcoming technical, cultural and business challenges to resolve the complexity of the martech landscape and accelerate implementation and adoption of new tools.
- **platform services:**
A comprehensive approach to optimizing your martech landscape. Our discovery process identifies your business objectives, pain points and areas for improvement. We then recommend, design and architect a solution that aligns with your current and future requirements.
- **managed services:**
Comprehensive support to optimize your marketing technology stack and drive meaningful results. Our team sets up, configures and maximizes martech platforms capabilities, efficiently managing, executing and optimizing content and campaigns. We also monitor platforms and address issues proactively.
- **talent services:**
Access a wide range of capability enablement to fit your operating model. Our talent delivery model is a customized workforce development solution that gives you access to hard-to-find digital technology skills through hiring, training and deploying your future workforce today.

1. Gartner press release, [Gartner Survey Finds 63% of Marketing Leaders Plan to Invest in Generative AI in the Next 24 Months](#), August 2023.

meet key marketing objectives.

Randstad Digital can help you increase the efficiency and effectiveness of your marketing team with a best-fit martech stack and end-to-end solution support. This results in multiple benefits, such as:



enhanced visibility:

Gain a holistic view of customer interactions for improved targeting and personalization.



more effective cross-channel marketing:

Drive a consistent and engaging multichannel customer experience.



streamlined marketing efforts:

Turn marketing materials around quickly with seamless content creation and deployment.



boosted sales:

Improve lead conversion rates and drive revenue growth.



automated tasks:

Drive brand consistency and streamline asset management.



increased engagement and conversion rates:

Deliver personalized, relevant content that improves customer satisfaction.



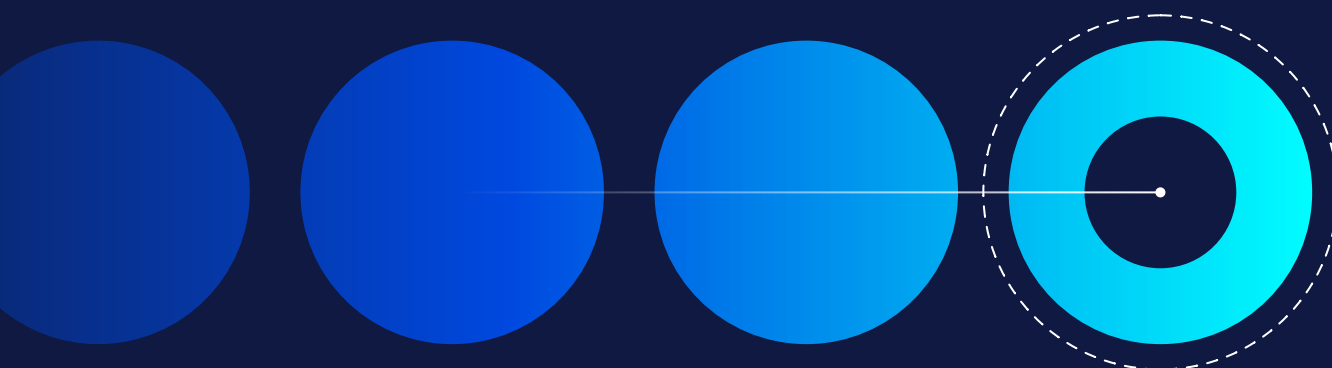
more personalized experiences:

Enhance your ability to personalize customer experiences and exceed expectations.



consistent messaging:

Automate processes to deliver a clear, consistent brand message across channels.



expert capabilities for martech optimization.

Simplify your search for the right solutions, accelerate implementation and streamline ongoing management with Randstad Digital Marketing Technology Services. By combining the marketing strength of Cella, a Randstad Digital company, with our platform expertise, we can create customized martech platform services that extend across the full value chain, with capabilities in the following areas:



experience design:

We perform a variety of activities from persona development and journey mapping to user experience (UX)/user interface (UI) design and optimization to improve user experiences.



advertisements, promotions and social:

Optimize media and search engine optimization (SEO) operations with the full stack of offerings. Randstad Digital can help you evaluate and take advantage of the vast array of available solutions



content and commerce:

Comprehensive services support both the creative and technical aspects of marketing from content generation to content management systems (CMS) and digital asset management.



multichannel marketing:

Randstad Digital supports marketing efforts across channels with campaign planning and design, message development, platform automation and multichannel marketing hub enablement.



data and analytics:

Assess your platform and marketing performance with a range of data and analytics tools and operations that evaluate performance, offer predictions and drive insight.

partner with an expert at driving martech value.

When you partner with Randstad Digital, you can leverage the combined strength of Cella and Randstad Digital to optimize your martech stack. Together, we provide a single vendor experience for martech services. Take advantage of our flexible deployment capabilities, deep marketing expertise, platform integration proficiency and comprehensive talent services to optimize your martech stack.

Learn our PoV on Marketing Technology Services, www.randstaddigital.com/martech-pov

about randstad digital.

Randstad Digital is a trusted digital enablement partner that facilitates accelerated transformation for businesses by providing global talent, capacity, and solutions across specialized domains. Our digital talent solutions allow you to seamlessly scale your team while connecting you with skilled professionals around the world who align with your chosen technologies. Our focus lies in managed programs, and we empower businesses to move at speed and achieve goals efficiently. We support four service lines, including customer experience, cloud & infrastructure, data & analytics, and digital & product engineering in addition to three engagement models, including talent services, global delivery centers and managed solutions. For more information, see www.randstaddigital.com.

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