

# QUICKSTART GUIDE OMNICHANNEL MARKETING

STEP  
01

## Find Your Data Management Platform

A DMP collects, organizes, and activates customer data from online, offline, and mobile sources. It then uses that data to build detailed customer profiles that drive your targeted advertising and personalized campaigns.

When deciding which is right for you, consider factors like user interface, cross-channel management abilities, and how the data is integrated.

The top-runners for data management platforms are:

- Adobe Audience Manager
- Amobee
- Google Marketing Platform

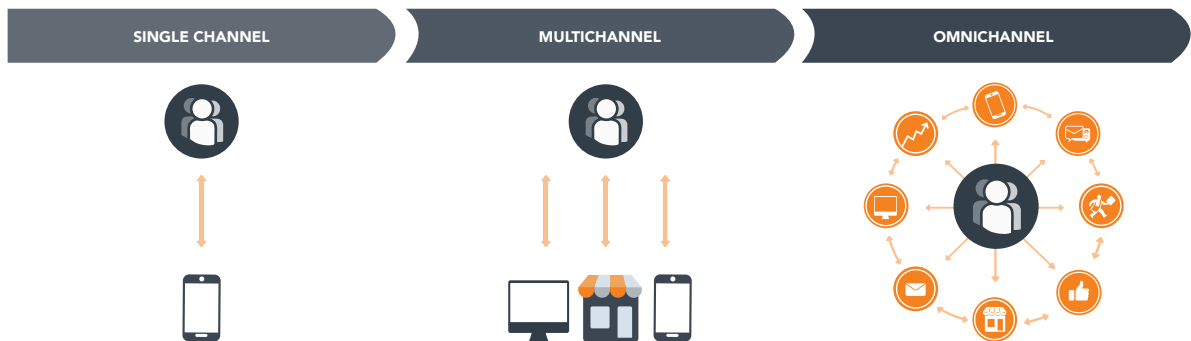
STEP  
02

## Consider All Channels

Digital technologies have expanded customer to business interactions and have created multiple new channels to allow for a more personalized customer experience.

Channels to keep in mind are:

- |                     |                |                      |
|---------------------|----------------|----------------------|
| • Direct Mail       | • Email        | • Mobile Marketing   |
| • Print Advertising | • Radio        | • Referral Websites  |
| • Search Engines    | • Social Media | • Connected TV (CTV) |



STEP  
03

## Align Your Efforts

Uniformity is proven to provide a broad reach to customers, in-turn increasing response rate and solidifying brand loyalty by keeping your company top of mind. Watch how Aradius Group [ENHANCE](#) can provide resources to ensure that your internal teams are aligned and that your marketing efforts are as impactful as possible.