

WHO WE ARE

HOW WE HELP

DATA STRATEGY

MARTECH STACK

MEASUREMENT

APPROACH

DIFFERENCE

CLIENTS

CONTACT US



TRANSPARENT PARTNERS

Unlock profitability & efficiency
in data-driven marketing

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Challenges
we hear
most often
from
marketers



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Transparent Partners is a boutique consultancy focused on **making data & martech easy and valuable** for marketers

Modern Marketing Data Strategy

Maximize the potential of your sales & marketing data.

We apply cutting-edge strategic practices in data management, privacy, identity and audience creation to enable data-driven marketing and sales experiences that generate value for your consumers and your brand.

MarTech & AdTech Optimization

Generate greater return on your technology investment.

Our capabilities-led approach to assessment, design, implementation and operationalization enables a technology infrastructure that effectively delivers on your current and future state business needs.

Measurement & Media Transparency

Demonstrate the value of your marketing efforts and realize incremental return on your spend.

We focus on the metrics that matter and enable analytics capabilities and media transparency that drive actionable insights and decisioning to maximize your business outcomes.



Proven approach to **modern marketing data strategy**:



Data Privacy

Proactively protecting you and your customers with proper consent and data management



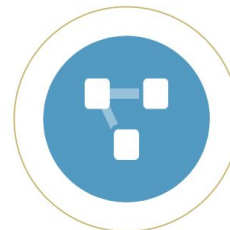
Customer Experience

Use data to create a robust 360 view of your customers, and the ability to act on their needs



Marketing Activation

Orchestrate data to deliver more personalized communications that leads to more visits



Data Access & Governance

Document and employ the process and standards to safely manage customer data

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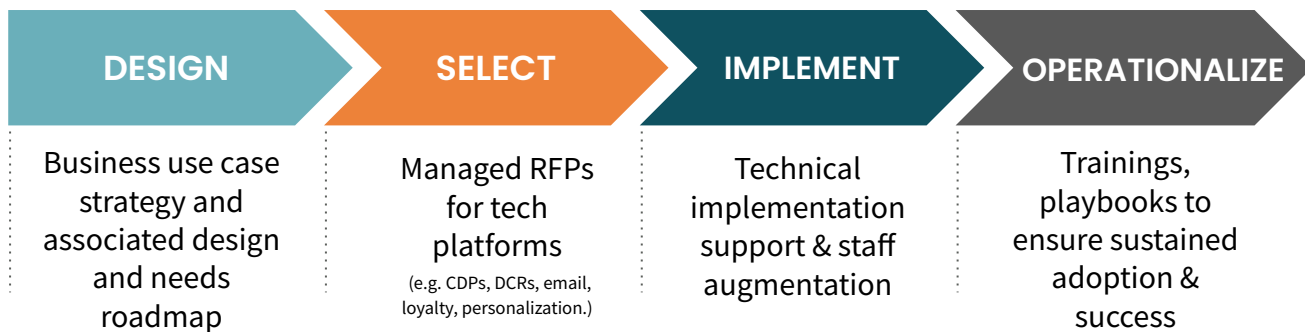
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Phased approach to **martech & adtech optimization**:



CURRENT STATE ASSESSMENT → FUTURE STATE ROADMAP

Comprehensive approach to **measurement optimization:**

**Measurement
Maturity**

Assessing existing capabilities and opportunity to up level measurement tied to business use cases

**Method & Tool
Triangulation**

Specific triangulation to marketer needs given maturity assessment findings and variety of available tools

**Global
Standards**

Consistent standards and guidance needed across global and regional markets in terms of KPIs, Process, Methods and Tools

**Socialization &
Training**

Measurement & optimization process designed and socialized to successfully deploy & sustain/adopt new measurement

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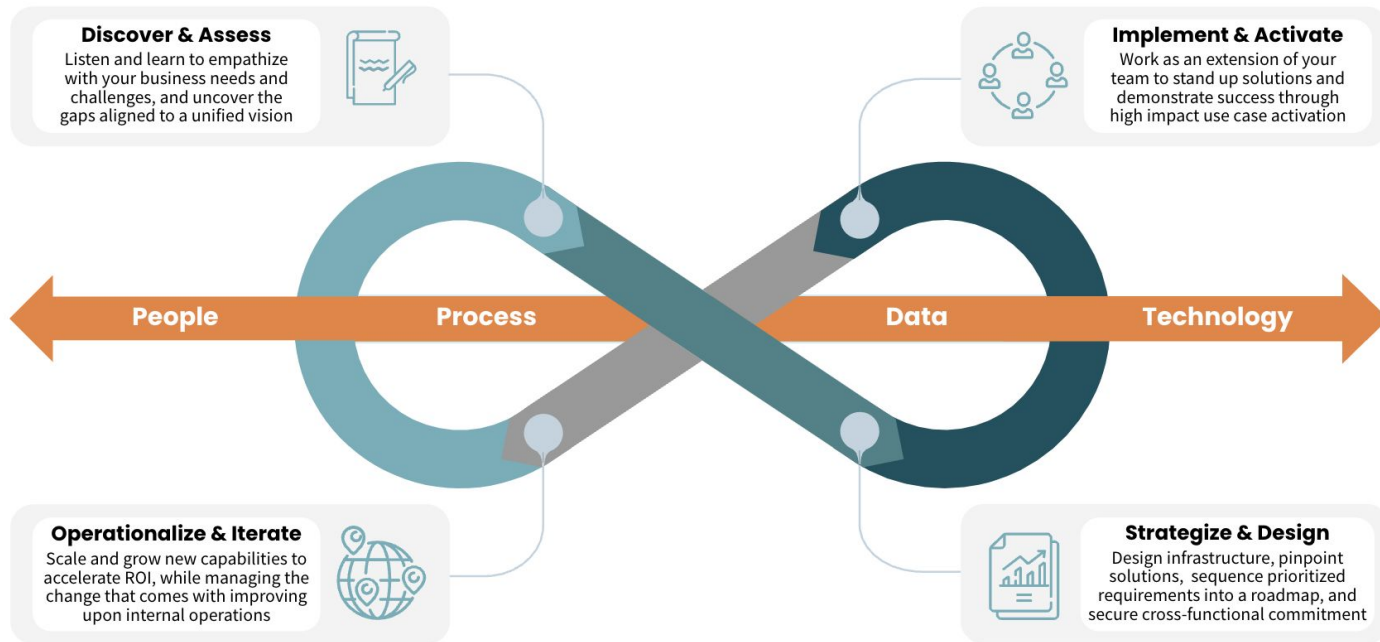
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We have **NO** agenda.

Holding companies, agencies and vendors often push their own initiatives or services...
We are transparent and provide bespoke solutions to your needs.



We **DO** the work.

Many consultancies just drop a strategy on your desk or regurgitate a playbook...
Our solutions are custom and we stick and finish the job.



Don't take **OUR** word for it.

Everyone can claim deep expertise and that they deliver unmatched value...
We prefer to let our satisfied clients speak for us.

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Some of our **satisfied clients** include:



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TRANSPARENT PARTNERS

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