

CACI + optimove

Give your marketing team the power to do anything

How CACI & Optimove enables you to execute at scale free from constraints



Contents

Section 1

Empowering marketing transformation with CACI & Optimove

• • • •

03

Section 2

Fusing advanced CRM capabilities with deep data insights

• • • •

05

Section 3

Enhancing your Optimove adoption

• • • •

06

Section 4

Making the most of your Optimove investment

• • • •

08

Section 5

Driving personalised engagement with CACI insights

• • • •

10



SECTION 1:

Empowering marketing transformation with CACI & Optimove

At CACI we are proud to partner with Optimove the recognised leader in AI-Driven Marketing. Optimove's innovative CRM platform shatters traditional role constraints, enabling every marketer to act swiftly and independently. With its transformative trio of capabilities Data Power, Creative Power, and Optimisation Power Optimove equips teams to uncover deep customer insights, generate compelling assets on demand, and run self-optimising campaigns that deliver outstanding business outcomes.

Our collaborative approach is firmly rooted in understanding your unique business challenges. By aligning strategic insight with cutting-edge technology, we ensure that your marketing operations are agile, efficient, and primed to deliver quantifiable benefits. Whether you are seeking to enhance customer engagement, increase retention or boost lifetime value, our partnership with Optimove is designed to empower your marketing teams to achieve more.

We help you unlock the full potential of Optimove's positionless marketing platform through a series of bespoke initiatives, including:

- **Strategic CRM integration:** Seamlessly consolidating disparate customer data to create a unified view, enabling precise targeting and a truly personalised customer experience.
- **Hyper-personalisation in real time:** Utilising Optimove's data power to instantly uncover actionable customer insights, ensuring that every interaction is finely tuned to individual needs.
- **Instant creative asset generation:** Leveraging creative power to produce channel-ready content be it copy or visuals without the delays often associated with traditional creative processes.
- **Automated campaign optimisation:** Launching self-adjusting campaigns through optimisation power, eliminating dependencies on external analysts and allowing your marketing efforts to continuously refine themselves.
- **Integrated marketing orchestration:** Connecting Optimove with your existing MarTech and AdTech ecosystems to create a cohesive, omnichannel marketing approach that drives sustainable growth.





Putting Optimove to work for your business

At CACI we believe that technology must be a catalyst for action not merely a tool for storage. That's why we focus on turning Optimove's advanced functionalities into direct business value. We work alongside your team to embed Optimove's capabilities into your marketing strategy, ensuring that every insight is transformed into impactful, agile action.

In today's fast-paced market, waiting for traditional workflows can hold you back. Optimove liberates your team from such dependencies, empowering every marketer to create, orchestrate, and optimise campaigns at the speed of business. With our support, you can harness the full power of Optimove to drive measurable engagement, boost customer loyalty, and secure a competitive edge.

Join the ranks of over 500 leading brands who have already transformed their marketing operations with Optimove. Together with Optimove, we can redefine modern marketing helping your business deliver personalised campaigns at scale and achieve remarkable return on investment.

SECTION 2:

Fusing advanced CRM capabilities with deep data insights

By harnessing the full power of Optimove's platform, we do more than merely implement technology – we transform your customer data into actionable insights that drive measurable business results.

Data solutions focused on business value

Business + technology

Technology does not exist in a vacuum. CACI is not just another implementation partner; we bring significant expertise across a variety of industries. This enables us to combine our data technology capabilities with business knowledge, allowing us to deliver solutions that truly meet your business needs.



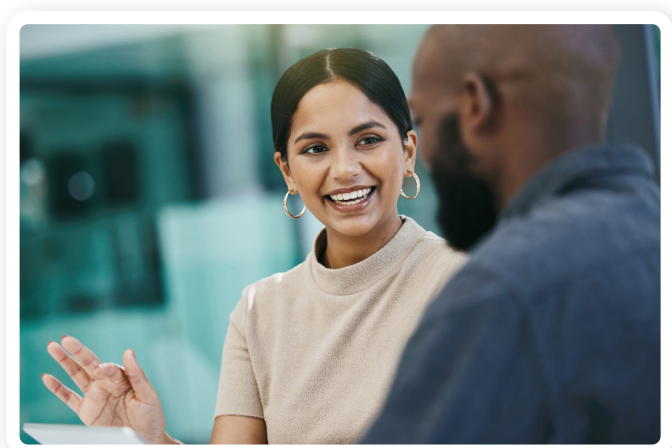
Data for activation

Capturing and harnessing data is easy. With the advent of Data Lakes and affordable storage, organisations have accumulated vast amounts of data. However, data is often collected without considering its actual value or intended use. With Optimove's Data Power, your team can instantly uncover rich customer insights for precise targeting and hyper-personalisation. We focus on data activation turning raw data into strategic assets that fuel smarter, more agile marketing initiatives. By doing so, we empower you to engage your customers in a truly meaningful way.



Value focused

Technology projects can take time to deliver value or business benefit. In a world where technology projects can often take time to deliver returns, CACI remains relentlessly focused on generating business value. We carefully scope, prioritise, and phase our deliverables to ensure a steady stream of measurable benefits. Whether it's refining your marketing strategy, enhancing customer engagement, or improving overall campaign performance, our goal is to ensure that every initiative drives tangible success.



Enhancing your Optimove adoption

At CACI, we don't simply implement technology we transform your marketing approach by ensuring you get the most out of Optimove's positionless AI-driven marketing platform. Our expertise spans both strategic business consultancy, creative and CRM integration, allowing us to drive tangible value from the very outset of your Optimove journey.

Defining business outcomes

We begin by working closely with you to clearly define your business objectives. By integrating Optimove's Data Power, Creative Power, and Optimisation Power, we ensure that every decision is driven by measurable outcomes. Our consultative approach guarantees that technology choices are fully aligned with your marketing strategy and overall business goals.

Architecture and solution design

Our expert architects design tailored solutions that leverage Optimove's cloud-native capabilities. We adopt a pragmatic approach, ensuring that ambitious ideas are translated into practical, scalable systems. By combining our deep industry knowledge with Optimove's transformative features, we deliver solutions that provide:

- Instant customer insights for precise targeting and hyper-personalisation.
- Real-time content creation to accelerate campaign delivery.
- Self-optimising campaigns that continually refine themselves without constant manual intervention.

Pre-implementation planning and onboarding support

Successful adoption begins with solid planning. CACI works with you to build robust business cases and secure the necessary funding while preparing your team for a smooth rollout. We collaborate directly with Optimove and other vendors to:

- Establish clear project timelines.
- Ensure stakeholder alignment.
- Set up a structured onboarding process that minimises disruption and accelerates time-to-value.



Programme leadership and transformation advocacy

Throughout the implementation process, CACI provides strong programme leadership. Acting as your advocate with key business and technology stakeholders, we ensure that the focus on delivering business value is never lost even when faced with challenges or scope changes. Our hands-on approach guarantees that Optimove's capabilities are fully harnessed to enhance your marketing strategy and drive customer engagement.

Migration services

We believe in a measured, phased approach to adoption. By identifying and prioritising the most critical elements of your marketing operations, we ensure that the initial rollout delivers significant benefits. This approach allows for:

- Early wins that validate your investment.
- Incremental enhancements that build a robust, future-proof system.
- And continuous refinement as your business evolves.

Critical thinking and continuous optimisation

At CACI, we constantly challenge the status quo. Our team applies critical thinking to every stage of your Optimove adoption, ensuring that your solution is lean, agile, and focused on real business value. We continuously assess and refine processes, leveraging Optimove's self-optimising capabilities to keep your marketing campaigns ahead of the curve.

Optimisation and futureproofing

Our commitment to your success doesn't end at implementation. We provide ongoing support and optimisation strategies designed to future-proof your marketing operations. By avoiding the pitfalls of legacy systems and embracing the cloud-native features of Optimove, we ensure that your solution remains scalable, efficient, and primed for long-term growth.

With CACI as your Optimove partner, you're not just adopting a new platform you're embarking on a comprehensive transformation that liberates your marketing teams, drives efficiency, and delivers measurable business benefits. Discover how our tailored approach to Optimove adoption can empower your organisation to achieve exceptional results.





SECTION 4:

Making the most of your Optimove investment

Entain are a gaming company managing several well-known brands including Ladbrokes, Coral and bwin. Entain had experienced a proliferation of technologies and general lack of integration between tools. This had resulted in excessive technical debt and associated costs as well as processes that had become convoluted, multi-step and manual due to the proliferation of platforms.

CACI have been working with Entain, evaluating their current customer experience architecture and making a series of recommendations. CACI oversaw a simplification and consolidation in Entain's architecture, in particular to ensure campaign orchestration and bonus eligibility rules are managed in Optimove, enabling Entain to take advantage of the extensive AI capability within the platform and embrace automation across their CRM activity.

As is commonplace in the sector, they have a significant number of offers and promotions and struggled with manually matching offers to audiences due to the complexity. With CACI's support, they are on a journey to adopt 'algorithmic CRM', leveraging Optimove's self-optimising capability to automate at scale.

Key outcomes:

- Adoption of a simplified, consolidated tech stack.
- Adoption of Optimove's AI-driven capabilities, through better integration with the wider architecture, enabling Optimove to play a central role as the algorithmic CRM 'brain'.
- Definition and implementation of execution plan of life stage based, automated CRM programmes.
- Significant efficiencies through adoption of an automated, algorithmic approach to CRM and a departure from the manual, batch-and-blast approach requiring multiple stages in disconnected platforms.

How Entain are benefitting from their strategic partnership with CACI:

- **Driving transformative change:**

Working closely with Entain's Head of Marketing Transformation, CACI are driving forwards the programme of change, encompassing Tech, Data, Creative & Strategy.

- **Tech consolidation & simplification:**

Moving to a state where each platform within the architecture plays a specific role, and integrations are in place to ensure automation of processes & execution are inbuilt.

- **Value-enabling campaign strategies:**

Design and implementation of a lifecycle based CRM strategy that avoids generic over-contact, and moves Entain's brands to a position of best-in-class experience for their customers, increasing their engagement and value to the organisation.





SECTION 5:

Driving personalised engagement with CACI data

In today's market, consumers demand not just recognition, but relevance from their interactions with brands. CACI's comprehensive data solutions empower organisations to enhance their customer understanding, enabling the delivery of highly targeted and personalised experiences across email and beyond.

Unveiling CACI data

At the heart of our approach is CACI's extensive set of data products, encompassing the breadth of the UK demographic landscape. This empowers your brand to finetune communications, ensuring messages resonate at the most opportune moments.



Demographic insights:

- Dive deep into a range of attributes, from age and gender to housing type and family dynamics.



Lifestyle preferences:

- Gauge interests ranging from preferred holiday destinations and newspaper readership to hobbies such as sports, overseas travel and an interest in healthy living.



Financial profiles:

- Access a wealth of financial data, including income brackets, mortgage details and insights into savings and investment patterns.

Transforming strategies with CACI data

Leveraging CACI data, our clients achieve unparalleled precision in:



Defining target audiences:

- Enrich campaign strategies with additional variables, enhancing test scenarios and refining audience selection.



Segmenting customers:

- Merge transactional data with demographic and lifestyle insights for a dynamic and effective customer segmentation.



Gaining insights into engagement:

- Enrich campaign strategies with additional variables, enhancing test scenarios and refining audience selection.



Get in touch

Discover how we can accelerate your marketing success with Optimove.

For further information, support or to start your journey with us, here are the other ways you can get in touch:



Email our experts

Have questions or need personalised advice? Our team of experts is ready to help you navigate your challenges and opportunities.



Stay connected

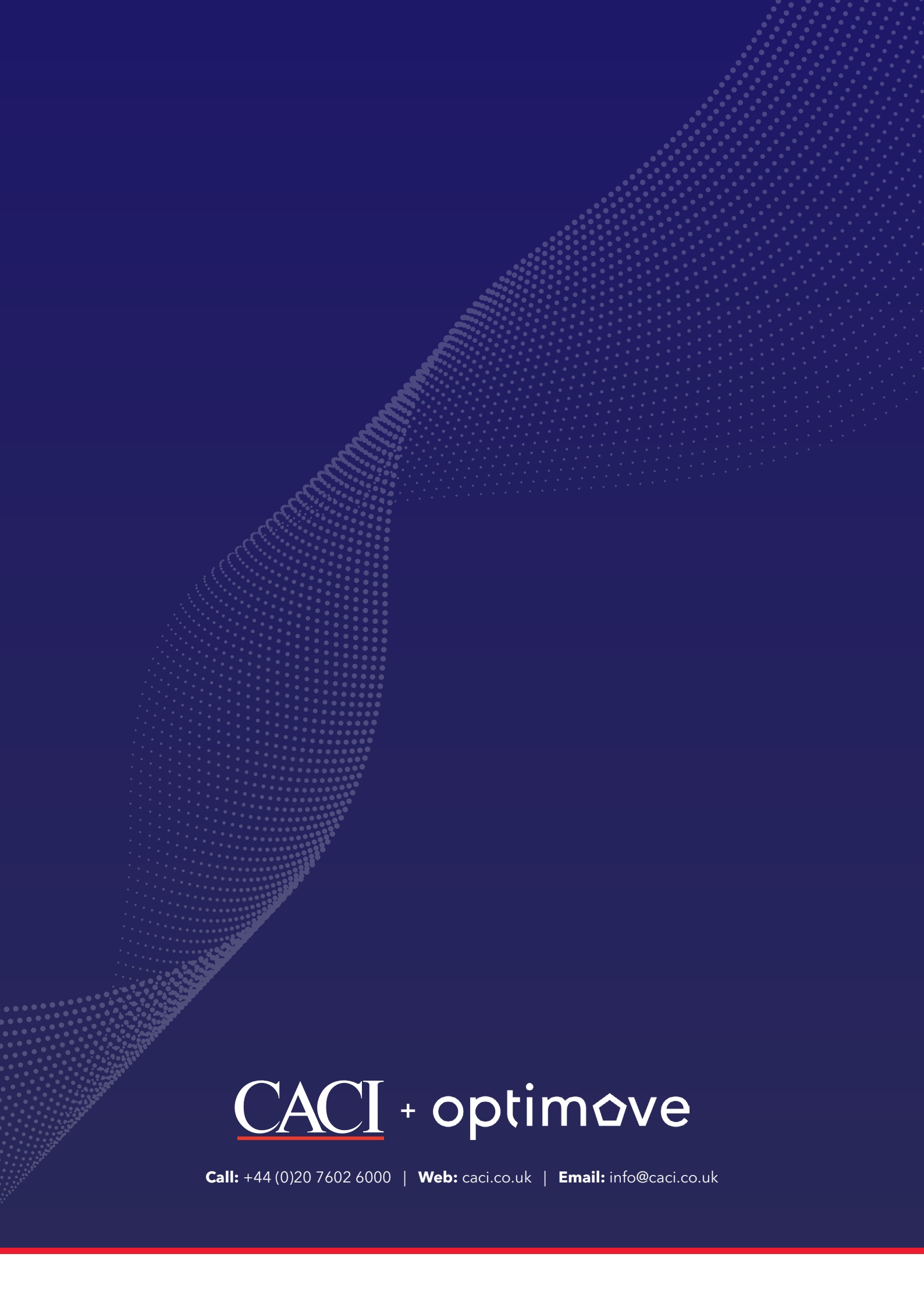
Join our community for the latest insights, updates and success stories.



Visit our website

For more information about our services, solutions and success stories, visit our website.





CACI + optimove

Call: +44 (0)20 7602 6000 | **Web:** caci.co.uk | **Email:** info@caci.co.uk