

# Omnichannel customer experience



# Intro slide



Jesper Urban, Founder  
Founder of Nexta.io



Bo Sannung  
Chief Operating Officer  
at Agillic

# Short Introduction to Nexta.io

Media buying is complex and requires many different skills and systems

*We simplify media buying across display, social advertising and paid search from one ui*



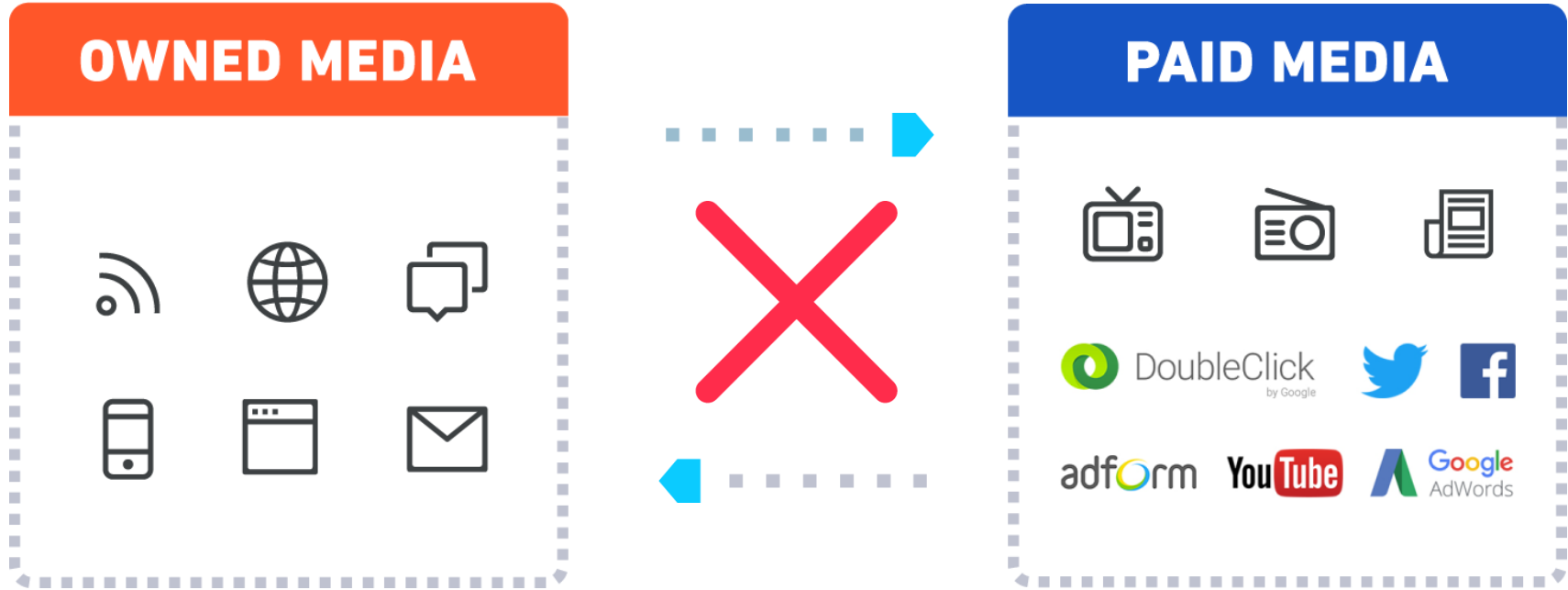
## Simplifying and automating paid advertising

- Automating and simplifying banner creation
- Activating campaigns across multiple media channels from the same app
- Data-driven audience buying
- Real-time audience reporting

# Customers decision journey connects paid with owned media

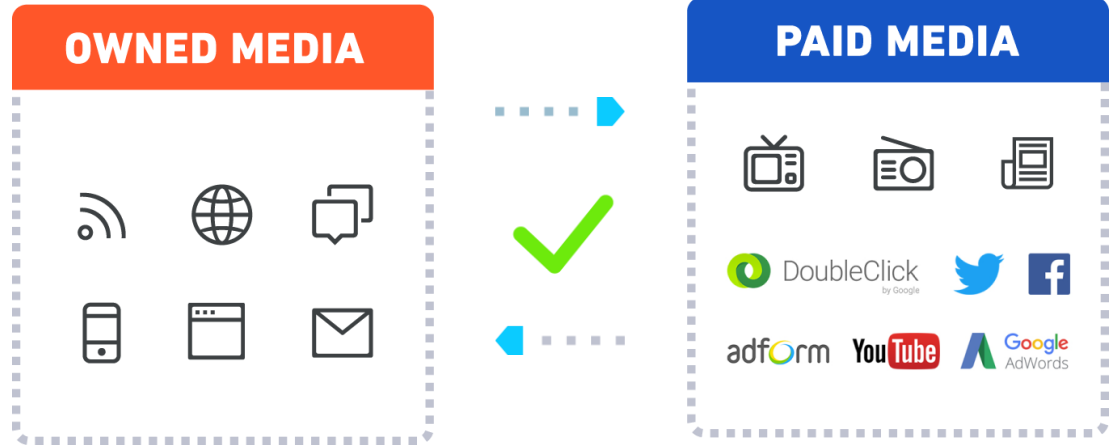


# How Companies work today

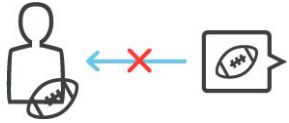


# How it should work

- Data must flow between Paid and Owned
- Content must flow between Paid and Owned
- Live synchronisation of messages cross Paid and Owned



# This will enable you to...



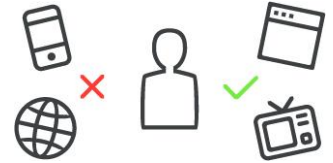
Stop acquisition messages on paid media for existing customers?



Mirror your best customers into look-a-like audiences in both Display Advertising, Adwords and Social Media?



Personalise messages for customers with high churn risk or upsell potential?

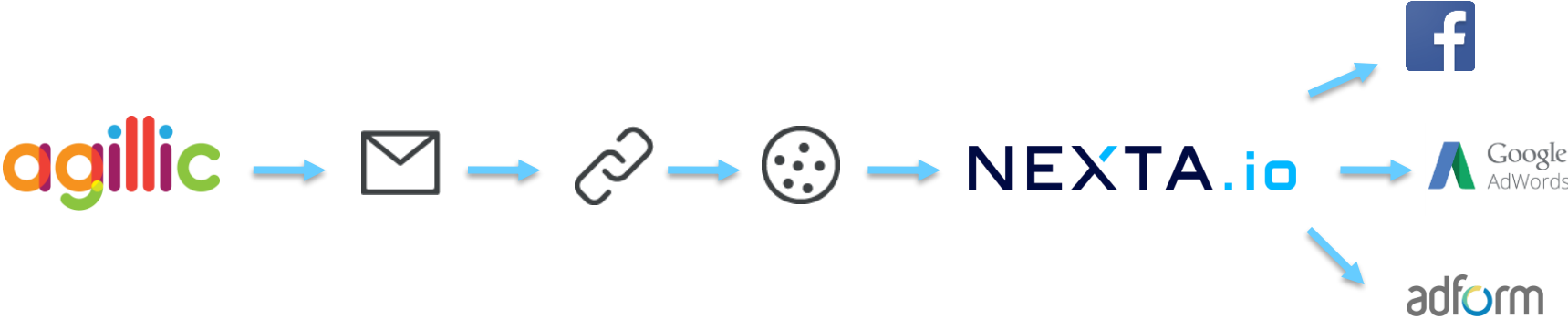


Use paid media only for customers who don't respond to owned media?

How to make this  
happen ?



# How the match is made



# Data must flow



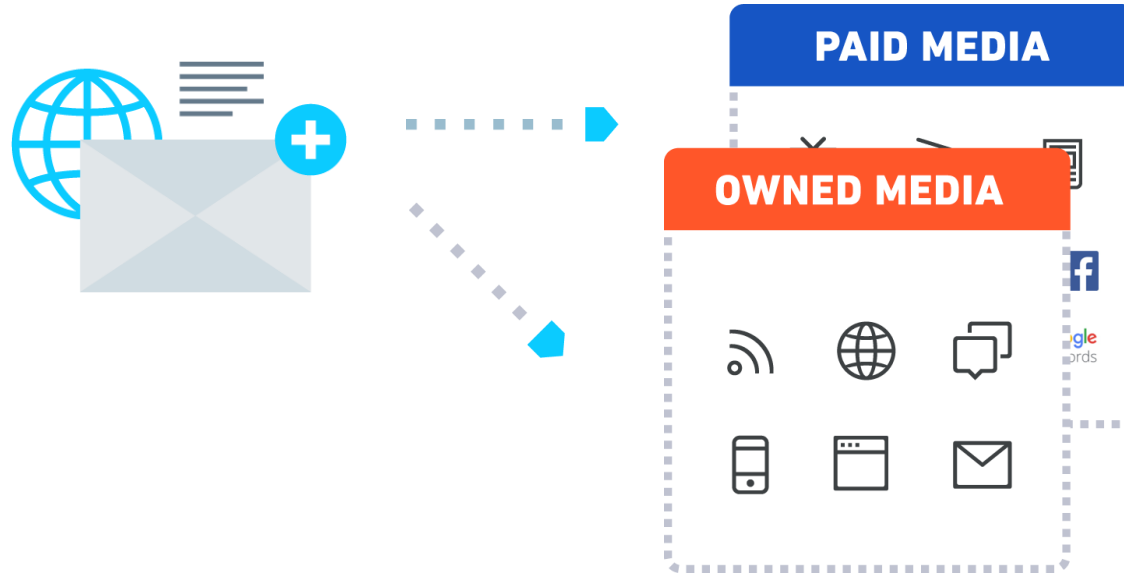
Data must flow between Paid and Owned

# Content must flow



Content must flow between Paid and Owned

# Real time synchronisation of messages owned and paid



# Omnichannel advertising & marketing

## - Paid and Owned



Audience data



Content

