



Consulting Services

Privacy & Compliance

Data Collection & Use

Traffic Acquisition

Optimization

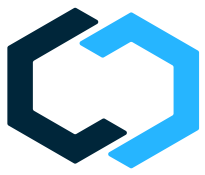


www.concord.tech

PRIVACY. TRUST & LOYALTY. BETTER DATA. REAL RESULTS.

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Concord Consulting Services

Compliance. Better Data. Customer Engagement.

Align your marketing and data practices. Ensure compliance with privacy regulations. Optimize the customer experience.

Market Challenge

Today more than ever, companies are looking for strategies to help them engage current and prospective customers. Privacy regulations, data breaches, and disaffected audiences have contributed to the biggest sales and marketing challenge for brands since the adoption of digital marketing.

In a market where people are trusting fewer companies and demands for privacy threaten data-driven marketing effectiveness, organizations need to reassess their aging data stores, revitalize their customer journeys, and implement modern, compliant data collection and marketing programs.

Our Services

Concord's consulting services are designed to improve your use of data and marketing technology across your organization, enabling you to deliver better user experiences, while keeping up with today's ever-changing privacy regulations. Our core offerings focus on four key areas:

OFFERINGS

- **Privacy & Compliance:** Plan and execute regulation-ready privacy-by-design practices.
- **Data Collection & Use:** Improve how you collect and use data across your organization.
- **Traffic Acquisition:** Drive the right audiences to your websites and applications.
- **Optimization:** Implement customer-focused testing and personalization strategies.

Ready to Get Started or Want to Learn More?

Contact us and let us know how we can help your organization at sales@concord.tech.

Privacy & Compliance

Ensure compliance with current and future data privacy regulations, while building trust with your users. We help you plan and implement privacy-by-design practices that protect your company by adding the right controls for your customers, enhancing the reputation of your brand, building loyalty, and decreasing abandonment.

FOCUS AREAS

- Regulatory compliance evaluation and rollout strategy (transparency, consent controls, rights to withdraw consent, limits on data usage, etc.).
- Decreasing compliance-related traffic and conversion issues (bounces, lower engagement, abandonment, etc.).
- Handling regulation-related customer inquiries (get a copy of my data, edit my data, delete my data, do not sell my data, etc.).

KEY ACTIVITIES & DELIVERABLES

- PII inventory and compliance map.
- Findings and recommendations report.
- Gap analysis and risk assessment.
- Tactical roadmap
- Review findings and roadmap with key stakeholders.

Data Collection & Use

Revitalize your customer data by transforming how data is collected and used in your organization. We help you collect the right information at the right time, fix issues with data quality (time decay, duplication of data, etc.), and ensure that you have appropriate processes in place to use that data across your organization.

FOCUS AREAS

- Data collection and measurement strategy (data capture, KPIs, data utilization mapping, etc.).
- Omni-channel analytics reporting and monitoring.
- Customer ID matching and profile deduplication.
- Data enrichment and data quality improvements.

KEY ACTIVITIES & DELIVERABLES

- Data inventory and usage map.
 - Findings and recommendations report.
 - Gap analysis and risk assessment.
 - Tactical roadmap.
 - Review findings and roadmap with key stakeholders.
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Traffic Acquisition

Drive the right traffic to your properties by improving how you use search, display advertising, social channels, and content marketing to increase traffic acquisition.

FOCUS AREAS

- Audience definitions and target market evaluation.
- Multi-channel strategies and customer acquisition cost optimization.
- Distinct channel tactics and implementation (SEO, paid search, social, display, and content marketing).

KEY ACTIVITIES & DELIVERABLES

- Audience and target market map.
- Findings and recommendations report.
- Gap analysis and risk assessment.
- Channel tactics roadmap.
- Review findings and roadmap with key stakeholders.

Optimization

Increase user engagement and better serve your existing customers by improving their experiences with your brand. Our team will work hand-in-hand with your teams to develop tailored, customer-centric data and personalization strategies that are designed to drive real results.

FOCUS AREAS

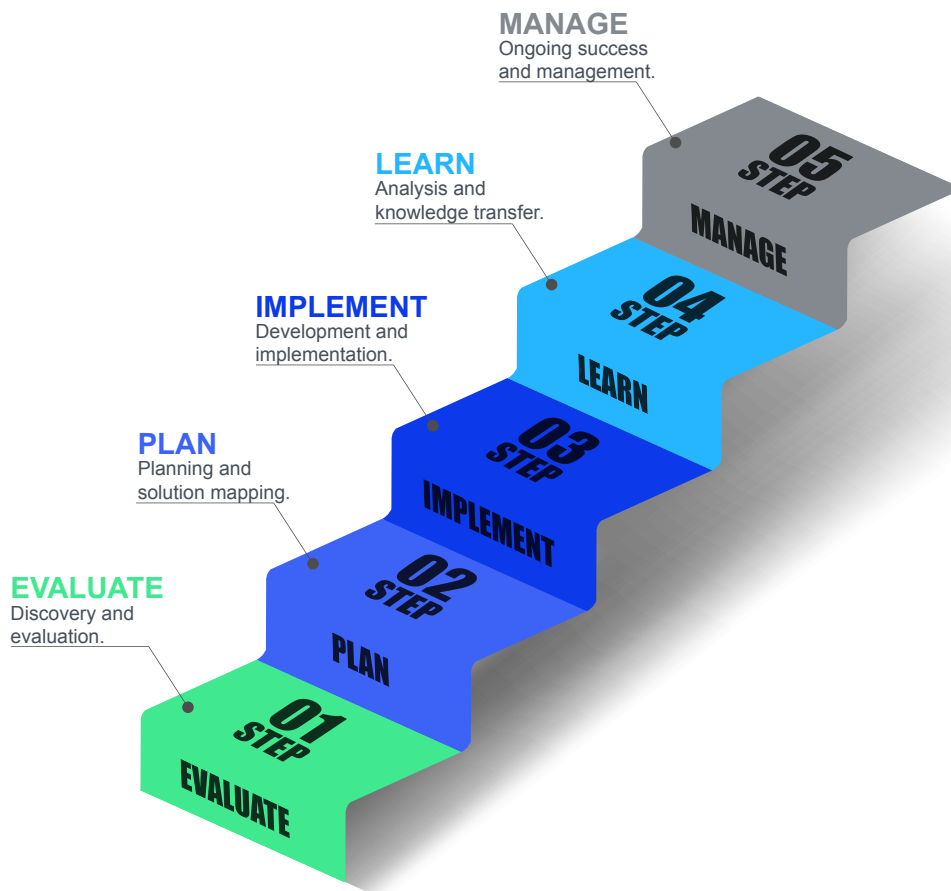
- Analysis of customer journeys (marketing, sales, support, etc.).
- Testing design (A/B/n and multivariate).
- Targeting and data-driven personalization programs (email, chat, etc.).

KEY ACTIVITIES & DELIVERABLES

- Customer journey map.
- Findings and recommendations report.
- Gap analysis and risk assessment.
- Testing and personalization roadmap.
- Review of findings and roadmap with key stakeholders.

The Process

All customer engagements leverage a common consulting methodology:



Our Experience

The Concord team is made up of industry leaders and innovators that have designed, built, and implemented some of the industry's top marketing and data cloud solutions from Oracle, Adobe, Salesforce, and others. Drawing on this expertise, the Concord team has created products and services to help businesses improve the quality of their customer data, driving loyalty and engagement, while also complying with constantly evolving privacy regulations.

Having worked with online data and both small and large marketing initiatives for over two decades, our team is highly experienced in building, enriching, restoring, and optimizing data processes. This experience helps us ensure that our clients can get real results from their marketing and data technology stacks, including marketing cloud platforms, email marketing tools, audience analytics, social/ad networks, big data solutions, and other data technology like customer data platforms (CDPs) and data management platforms (DMPs).

We are passionate about using data to drive real results. Just let us know how we can help you succeed.



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