



# Integrated Experience Plans From Data-Fueled Insights

In a rapidly evolving and highly competitive B2B landscape, Cisco faced the challenge of developing a global, integrated campaign strategy delivering a cohesive customer experience across a multitude of channels.

To complicate this challenge, customer experiences, and messaging in particular, needed be relevant to ABM personas within each region. By infusing data-driven insights, collaborating across functions / channels, and designing highly relevant B2B buyer journeys, Cisco enabled stronger 1:1 relationships. These highly relevant experiences increase engagement, loyalty, and sustainable business growth in the ever-evolving B2B landscape.

## 13

Channel categories in one integrated campaign plan

Programmatic | Broadcast | Direct | Paid Social |  
Paid Search | OOH | Content Syndication |  
Website | Influencers | Events | Communities |  
Owned Social | Email Newsletters

## 9

Audience-Specific Experience  
Plans with custom, relevant  
messaging with Account-  
based variations.

3 Personas across 3 Regions