

TMMData and Adobe Marketing Cloud

Partnering to Provide a Seamless, Comprehensive Perspective

Take the marketing data integration and centralization you've been able to accomplish with the Adobe Marketing Cloud and extend it even further by seamlessly integrating all of your internal, vendor, and third-party data sources.

TMMData's web-based data integration and data preparation software enables seamless integration of organization-wide data being produced across the customer experience, including product, sales, call center, finance, accounting, supply chain, and more. We also make it easy to enable and automate cross-platform data sharing with other marketing and analytics tools, including CRMs and email clients. We empower you to make use of the rich data resources that already exist across your organization, so you'll finally have all the data you need to answer the "why" questions.



ACCESS

Connect data from across the organization, creating direct data flows from all of your sources



PREPARE

Quickly perform data standardization, cleansing, and mobilization without manual effort



AUTOMATE

Easily schedule processes to repeat, refresh, and send alerts whenever data changes



GOVERN

Maintain data quality and accuracy with data taxonomy and flexible governance

WHAT WE DO

TMMData's software provides flexible data integration, preparation, and management that enables organizations of all sizes to easily integrate, standardize, analyze, and visualize data from nearly any source and transfer it to nearly any destination platform. Our software helps drive nimble decision making and reporting, giving organizations the tools they need to operationalize data by automating the productivity-sapping tasks of finding, standardizing, and aggregating data from disparate sources.

We're helping companies access and integrate data from hundreds of established and emerging, industry-leading CRM, sales, analytics, survey, call center, data warehouse, and business intelligence sources. To further support large enterprises in managing decades of accumulated datasets, we also specialize in accessing the invaluable information contained in unique legacy systems and even in the spreadsheets being manually maintained on a coworker's desk.

Put the ability to transform data into knowledge at the fingertips of everyone in your organization, from analysts to senior executives. With TMMData, you'll spend less time wrangling your disparate data sets and more time gaining deep, actionable insights from them.



Because **TMMData already has all the data integrated and accessible, it's ready and available** now. So when we have a question we're able to just pull the data together in a smart way for analysis."

—Digital Marketing Manager, Comcast

ADDING VALUE TO ADOBE MARKETING CLOUD:

- ✓ The power of the information being captured and reported across your Adobe Marketing Cloud tools is nearly infinite when you add your internal prospect, customer, product, and operations data. The TMMData integration software enables seamless connections to all of this data, eliminates manual setup tasks, and automates data uploads and sharing between platforms.
- ✓ The more data and variables you integrate with your marketing cloud, the more critical it is to have a sophisticated data organization and governance program in place. Your analyses and reporting will be accurate, because we ensure that the data feeding them is accurate via robust data preparation and taxonomy.
- ✓ Our flexible data governance tools provide non-technical, user-friendly forms and access controls for systematic data management, to maintain data quality, accuracy, and comprehensiveness.

 <p>Adobe Analytics</p>	<ul style="list-style-type: none">✓ The tracking possibilities are nearly limitless with ever-increasing conversion and traffic variable availability. We help you make the most of your available EVARs with our campaign management resources that allow you to quickly create campaign tracking codes according to your established taxonomy and metadata, then automate the process of loading them back into your Adobe Analytics.✓ The TMMData software also enables post-classification processes to avoid gaps in your analytics if a campaign has already run.
 <p>Adobe Audience Manager</p>	<ul style="list-style-type: none">✓ The TMMData software enables large batch creation of traits, derived signals, and segments for Adobe Audience Manager and automates the process so you never have to touch it again.✓ The process allows site visitors to be qualified for additional traits and counted toward multiple audiences, depending on the business rules you put in place.
 <p>Adobe Target</p>	<ul style="list-style-type: none">✓ The opportunity to optimize your customer experience becomes nearly infinite with the application of the sophisticated audiences and segments that can be developed in Analytics and Audience Manager using fully integrated internal, external, and third-party data sources.✓ For many companies, a prime limitation to their testing program is human bandwidth. TMMData's Testing and Optimization Engineering Services team provides expert development, project management, and quality assurance resources that will allow you to increase the scale and velocity of your internal optimization program.

Learn how TMMData can help you gain a comprehensive view of your customer data with fully integrated, clean data.

WEBSITE: www.tmmdata.com
EMAIL: info@tmmdata.com
PHONE: 855-554-3282

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