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MARKETING
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ONEMAGNIFY

MARKETING THAT LEAVES A LASTING IMPACT

By Joe Phillip

Businesses often struggle to make a lasting impression on customers. Despite being armed with innovative products, passionate teams, and grand visions, success can be frustratingly out of reach.

What’s missing is a cohesive approach to customer engagement—a gap that OneMagnify expertly fills for its B2B and B2C clients alike.

“Despite the inherent differences in their value chains and who their customers and end users are, many of them are recognizing gaps and challenges in the customer experience,” says Rema Nasif, Managing Director of Strategy and Insights at OneMagnify. “It’s not just about having an approach but continuously optimizing and evolving it based on changes in customer preferences and expectations. This is important to all of our clients.”

By combining the power of marketing, analytics, and technology, OneMagnify guides its clients along a digital transformation path, creating a synergy that results in highly personalized customer experiences.

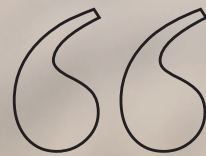
This comprehensive approach to digital transformation helps clients generate deeper

customer insights to inform marketing strategies, reinforce brand identity, and personalize customer interactions. By understanding customer needs and translating them into actionable solutions, companies can modernize their marketing in many ways, including optimizing digital presence, increasing return on paid media programs, and enhancing omnichannel communication strategies.

The bottom line—OneMagnify enables businesses to fulfill their promises to customers, seamlessly integrating data and technology to create cohesive, engaging customer experiences at every touchpoint.

“We believe every customer interaction should feel like it was designed specifically for that individual,” says Nasif.

This philosophy drives the organization’s approach across multiple sectors, including automotive, manufacturing, healthcare, and financial services, to name a few.



**WE STRIVE TO
UNDERSTAND THE PROBLEM
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CLIENTS, NO MATTER WHAT
THEY’RE TRYING TO SOLVE**

—KAMELIA DIANATI

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CTO



The Key to Seamless Customer Interactions is Knowing Your Customers

The path to exceptional personalized customer experience begins with a strong understanding of the buyer. With an over 50-year history of marketing and brand-building, OneMagnify has a proven approach to understanding and targeting buyers — who they are, what they want and their key buying factors and motivators.

Using robust customer segmentation, buyer personas, and journey maps, OneMagnify helps clients identify key touchpoints and opportunities for engagement to ensure their messaging and offers resonate at each stage of the buyer’s journey. The goal is to avoid spending marketing dollars to reach customers who may not be in the market, may not be interested in the brand, or are lower priority targets.

Context and timing play critical roles in OneMagnify’s personalization framework. Factors such as the customer’s role in the buying journey, previous brand interactions, and relevant external influences inform strategies that deliver the right message at the optimal moment. This contextual awareness ensures personalization efforts are relevant and timely. For instance, a first-time visitor to a website might receive different messaging compared to a returning customer who has previously made purchases.



COMBINING DISPARATE SOURCES HELPS SOLVE THE PUZZLE OF BRAND CUSTODIANSHIP AND IMPROVEMENT. THIS ENHANCES A BRAND’S IMPACT, DRIVES SMARTER MARKETING STRATEGIES, AND DELIVERS DEEPER CUSTOMER INSIGHTS

“Understanding the power of customer segmentation and developing in-market models while leveraging AI to create the optimal customer experience and touch your customers at the point of purchase is a key differentiator for us,” says Nasif. “Understanding your customers and their buying journey is crucial.”

Driven by Technology, Data, and AI

Technology, data, and AI are key drivers of personalized customer experiences, but there are often notable gaps in

companies’ digital maturity. The key is not only to have the right data infrastructure and martech stack but to unlock buyer insights through predictive analytics, implement AI to inform marketing programs, and integrate leading technology into operations.

“As our clients go through digital transformation, trying to reach their buyers and be custodians of their own brand, we help them modernize and ensure technology solutions can get them closer to these goals,” says Kamelia Dianati, CTO, OneMagnify.

Adapting and Growing the Technology Foundation

OneMagnify’s philosophy recognizes that technology is critical to achieving business goals, not an end in and of itself. The organization offers comprehensive strategies that ensure technological implementations always align with business objectives.

Whether deploying Salesforce for customer relationship management, implementing a data visualization solution, or developing APIs to connect proprietary systems, every technological implementation serves a clear purpose.

“Knowing your audience and ensuring every technical challenge or opportunity has a clear business implication is really important,” adds Dianati. “We provide technical solutions with both our customer and their customer in mind, to elevate their customer experience. We do this through the lens of measuring how our solutions help achieve strategic objectives and have a return on investment.”

Fueling Insights with Data and AI

Meanwhile, fragmented data and disconnected processes create barriers to delivering seamless customer interactions. OneMagnify meticulously sources, cleans, and contextualizes data from various touchpoints to address this challenge. This attention to data integrity lays the foundation for customer targeting and personalized communications within the confines of privacy laws and personal preferences—a crucial factor in an era where consumers are increasingly discerning and wary of irrelevant marketing efforts.

Leveraging AI, OneMagnify accurately predicts customer needs and preferences, enabling real-time personalization across all digital channels. These advanced technologies allow sophisticated analysis of customer behavior patterns and preferences, facilitating highly targeted and timely interactions. This balance is critical in maintaining the personal touch that customers value while benefiting from automation’s efficiency and accuracy.

“Combining disparate sources helps solve the puzzle of brand custodianship and improvement. This enhances a brand’s impact, drives smarter marketing strategies, and delivers deeper customer insights,” explains Dianati.

Transforming Words into Deeds

The culmination of marketing, data, analytics, and technology has driven exemplary results for OneMagnify’s clients.

A multinational industrial and chemical client partnered with OneMagnify to alter its customer engagement strategy. The challenge was reaching a diverse array of buyers across sectors such as aerospace, healthcare, automotive, and other industrial areas. The comprehensive approach to a solution began with in-depth discovery and research to understand each buyer profile’s nuances, motivations, and pain points. A thorough competitive analysis complemented it to identify market gaps and opportunities.

Building on these insights, OneMagnify developed detailed buyer personas and journey maps and advised a complete website redesign. This new digital platform was not just aesthetically pleasing; it was crafted based on analytics and user behavior insights to meet the specific needs of each customer segment.

The results were transformative. Senior leadership embraced the changes, recognizing the improved customer engagement and business growth potential. The sales team’s approach evolved significantly, leveraging the new website as a customer self-service tool. This shift allowed them to focus on higher-value interactions while empowering customers with readily available information. Customer behavior changed noticeably, with increased engagement in thought leadership content and a deeper interest in product quality information.

Building Bridges to Solve Business Challenges

OneMagnify is in a unique position to build bridges in complex B2B2C organizations, helping them



understand the problems they’re trying to solve and define solutions that meet business needs.

Connecting these dots internally often becomes a challenge because of how companies are set up, with multiple divisions and separate leadership. OneMagnify places a strong emphasis on finding ways of ensuring win-win scenarios for the entire organization. The key is to navigate these organizational complexities, connect disparate data sources, and extract meaningful insights that can drive effective strategies across all aspects of the business.

“We strive to understand the problem statement for our clients, no matter what they’re trying to solve,” says Dianati.

“We listen deeply to understand our clients’ needs, what makes them unique, and what differentiates them,” agrees Nasif. “This allows us to create a customer experience that is tied to their brand and personalized for them.”

It’s not always easy. It often involves coaching clients on difficult decisions and suggesting things

the client didn’t ask for. It’s about making tradeoffs and ensuring clients understand the implications of all options.

A Forward-Looking Vision

OneMagnify’s proactive approach to industry changes fuels its growth. The company anticipates shifts in the digital landscape by constantly monitoring emerging trends, technologies, and best practices across marketing, analytics, and technology sectors. This vigilance enables it to adapt swiftly, ensuring clients stay ahead of the curve with integrated strategies that address the full spectrum of a client’s digital needs.

In an era of rapid technological advancement and shifting consumer preferences, OneMagnify leads the charge toward a future where every interaction is meaningful, every engagement is personalized, and every customer journey is unforgettable. Combining a rich history with a forward-looking mindset, OneMagnify continues to evolve and thrive in the digital age. **CA**