

Data-Driven Marketing for Manufacturing

Manufacturing CMOs have three big challenges:



Connect to Customers

Target them with the right information across the customer journey.

Connect to Processes

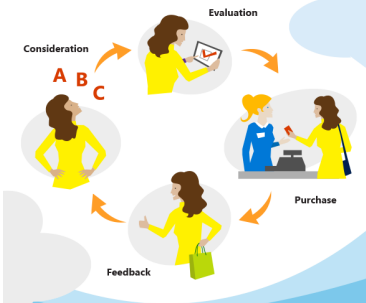
Build smarter products to create better customer experiences.

Connect to Data

Anticipate market trends to stay ahead of competitors.

Connect to Customers

Target the right content to customers at the right moment in the sales cycle.



Connect to Processes

Deliver a personalized customer experience with smart, connected devices.



Connect to Data

Combine internal and external data to anticipate customer demand.



Empowering Manufacturing CMOs



Learn more about technology that connects your marketing efforts to customers, processes and data across the entire manufacturing enterprise at [Microsoft.com/manufacturing](https://www.microsoft.com/manufacturing).