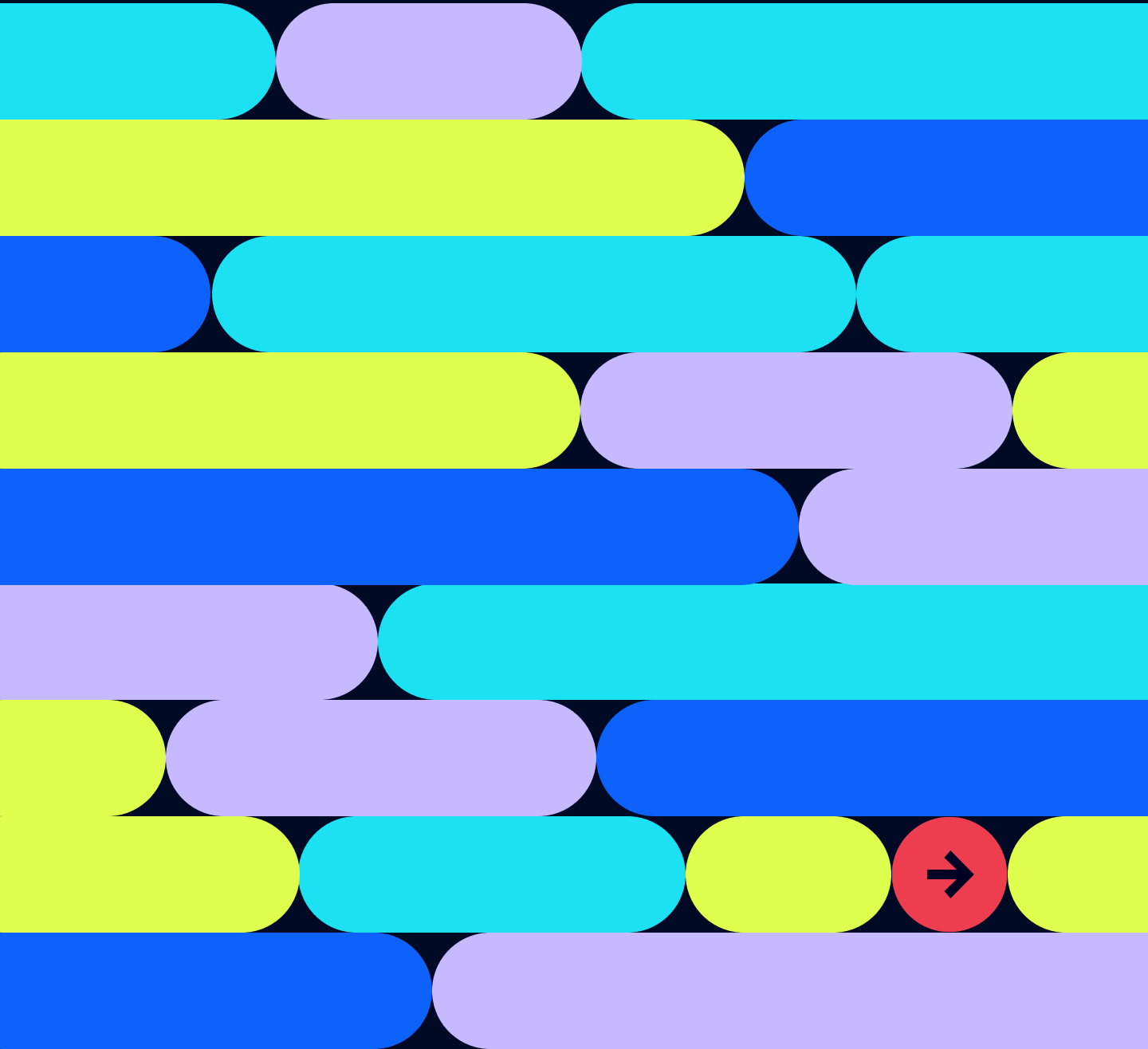


Digital Experience Technology

Connecting AI-powered platforms, data, and insights necessary to consistently deliver the experiences that bring your growth strategy to life.





Digital Experience Technology: the engine fueling growth

While Growth Strategy provides the framework for driving customer value, Digital Experience Technology helps turn strategy into personalized experiences at scale. By connecting data, platforms, capabilities, and AI, it helps marketers continuously define and deliver the customer experiences that drive growth.

Inside the ecosystem



CUSTOMER DATA FOUNDATIONS

Captures and connects customer data across channels to create a unified, trusted view of behaviors, engagement, transactions, and preferences.



PLATFORM AND JOURNEY ORCHESTRATION

Connects advertising, marketing, sales, service, and loyalty platforms to orchestrate seamless, data-driven experiences across channels.



MEASUREMENT AND INSIGHTS

Turns performance data into clear insights that guide smarter decisions and continuous optimization.



PERSONALIZATION AND DECISIONING

Uses customer signals and AI to deliver the right message or experience at the right moment.



ENTERPRISE ENABLEMENT

Builds the secure, scalable technology foundation required to power connected, compliant experiences.



AUTOMATED OPERATIONS

Equips marketers with tools that reduce manual labor and low-value tasks, freeing time to focus on strategy, creativity, and growth.

Benefits

Digital Experience Technology strengthens marketing's value in several critical ways:

- **Increased ROI** from existing platforms
- **Scalable personalization** through connected data and technology
- **Lower costs and reduced risk** through streamlined, consolidated platforms
- **Faster time to insights** through actionable data and measurement
- **AI-equipped workflows** that empower marketers

Why Slalom?

- **We connect the full marketing engine.**
From brand and demand to data, identity, and AI, we unify the pieces CMOs struggle to align across siloed teams.
- **We're tech-agnostic, experience-first.**
We recommend what's right for your business—not what's tied to media commitments or platform quotas.
- **We partner across the entire ecosystem.**
We deliver strategy through to implementation, supported by trusted alliances with Salesforce, Adobe, Amazon Web Services (AWS), Google, and Snowflake.

Proof points



CHARTING A CLEARER COURSE TO CONFIDENT BOOKING

With a GenAI-driven itinerary assistant, [Norwegian Cruise Line](#) helped guests plan with confidence—driving **58%** higher booking intent and **16%** greater booking value.



TURNING TECHNOLOGY STRATEGY INTO ENTERPRISE VALUE

Through a phased sales and MarTech transformation, we helped a B2B tech company streamline platforms by **31%** and unlock 23 new capabilities—driving **139%** ROI.



PERSONALIZATION THAT DEEPENS CONNECTION—AND IMPACT

By using generative AI to personalize alumni outreach, UCLA Anderson increased dollars raised by **132%** and significantly improved donor engagement.

Who we are

Slalom is a fiercely human business and technology company that leads with outcomes and teams with leaders, bringing more together.

CONNECT WITH US