

## State of Omnichannel Readiness in India: BFSI Industry



66%

of marketers will increase their existing marketing budget for omnichannel initiatives.

### Why?

Their existing platforms are failing to provide key customer engagement capabilities such as:



Real-time responsiveness



Ability to integrate data across systems



Ease of use

India's marketers are not just trying to overcome current limitations. They're also looking for marketing automation platforms capable of providing next-level functionalities like



Seamless data integration



Distributed marketing (B2B2C)

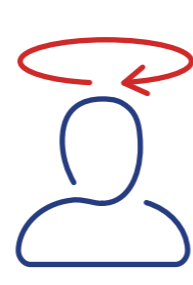


Omnichannel campaign orchestration

Because they are trying to implement critical omnichannel marketing initiatives including:



Personalization



360-degree view of customer



Customer journey tracking

42%

of marketers who have implemented the integrated omnichannel approach have already seen benefits in their marketing efforts.

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