

Why Merkle?

The next
decade belongs
to brands that
win on experience.

7–16%

price premium

1.7x

customer retention

54%

lower rate of burnout among employees



Personalize every interaction

Creating tailored, meaningful customer experiences



Make shopping seamless

Developing world-class, intuitive experiences



Build lasting loyalty

Strengthening customer relationships and brand equity



Empower people with data

Giving businesses uncommon insight to drive strategic action



Engage the right customers

Focusing engagement on the most high-value customers



Deliver cutting-edge technology

Driving transformation with market-leading solutions

**30+ year
heritage
partnering
with ambitious
brands**

The background features a series of sharp, intersecting lines in shades of blue and white, creating a sense of depth and perspective against a solid black background. The lines appear to be part of a larger, unseen structure, possibly a modern architectural design or a digital interface element.

We **power** the experience economy

Proprietary data

We built the only transparent identity platform in the industry



The world's leading identity platform

Merkury™ powers personalized experiences and media efficiency for global brands through privacy-compliant identity data.

268 Million
Consumers

10,000+
Attributes

Advanced analytics

Early pioneers in AI and early scale in advanced analytics

DIGITAL SHELF GENCX

Unlock uncommon insights with GenCX and Digital Shelf

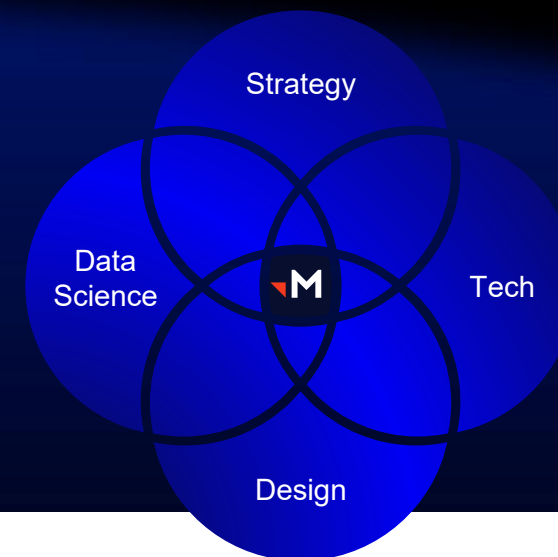
GenCX combines AI models with your enterprise data and our proprietary analytics to deliver targeted solutions beyond basic LLMs; while Digital Shelf covers 2,750+ retailers and marketplaces across 30B+ data points daily to optimize commerce business outcomes.

Digital Shelf
2,750+
B2B & B2C
Retailers & 30B
Data Points/Day

GenCX
700M+
Parameters

Data at our core

We tightly integrate our crafts to create uncommon innovation



We are preferred partners with the best of the best.

8,500+

Salesforce certifications –
#1 Global agency partner

STRATEGIC ALLIANCES



1,300+

Adobe certifications –
#1 partner with the most global
Adobe product specializations

ALL ALLIANCES

COMMERCE



CONTENT



ENGAGEMENT & CAMPAIGN



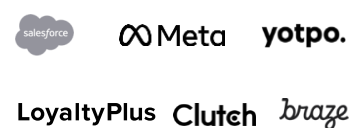
DATA PLATFORMS



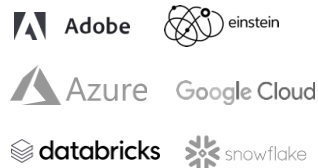
1,000+

Google GA and GCP
certified specialists

LOYALTY



A.I. & BIG DATA



EXPERIENCE INNOVATION



ASSETS & FEEDS



We are the world's only data-driven, outcomes-obsessed, end-to-end transformation consultancy.

“Are you an experience design studio?”

“Are you a CRM agency?”

“Are you an engineering firm?”

“Are you a system integrator?”

“Are you a management consultancy?”

“Are you a data management firm?”

“Are you an analytics and insights provider?”

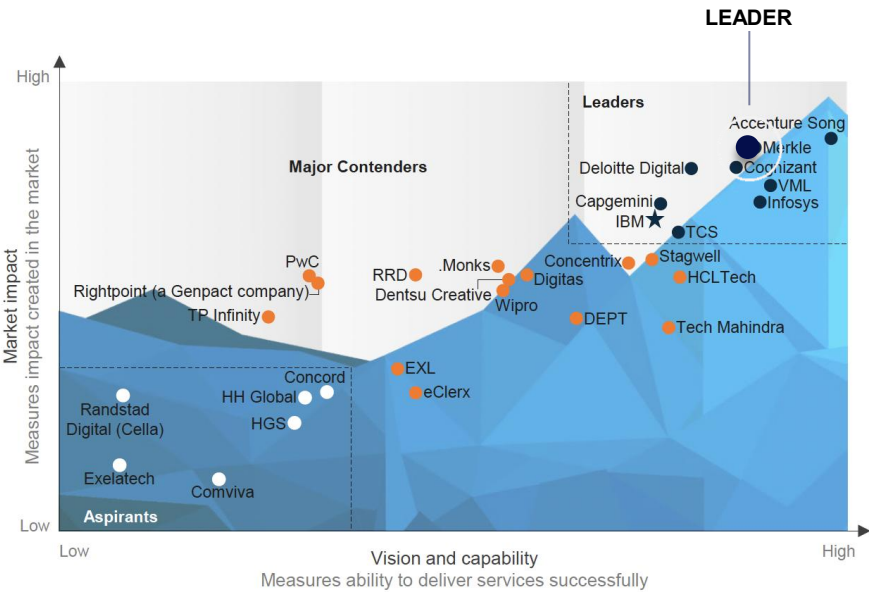
“Are you a managed service provider?”

Yes.

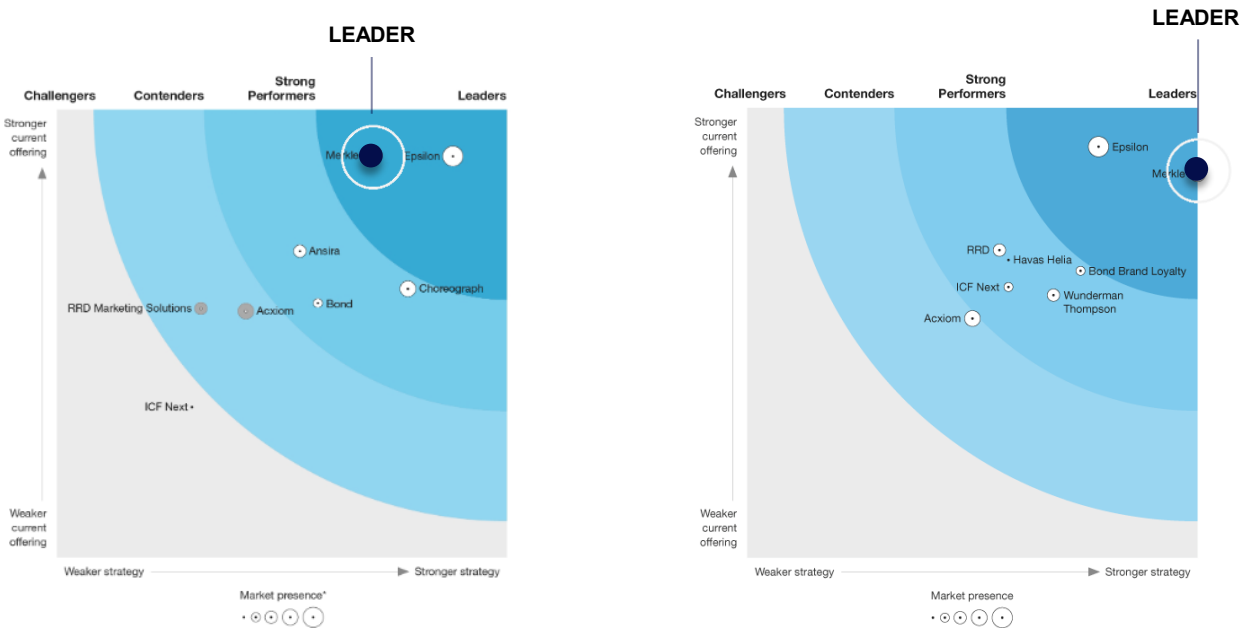
And we are recognized leaders in data-driven marketing services.



EVEREST PEAK ASSESSMENT



FORRESTER
THE FORRESTER WAVE



Marketing Services
Leader
Q4 2025

Customer Data Strategy
and Activation Services
Q2 2022

Customer Database and
Engagement Agencies
Q1 2021