Athens Technology Center

Innovative software applications to Government entities and Private actors around the globe

When information is your most important asset

Margarita Koromila, Chief Marketing Officer

"Natalie, would you please bring me the buzzword du jour?"
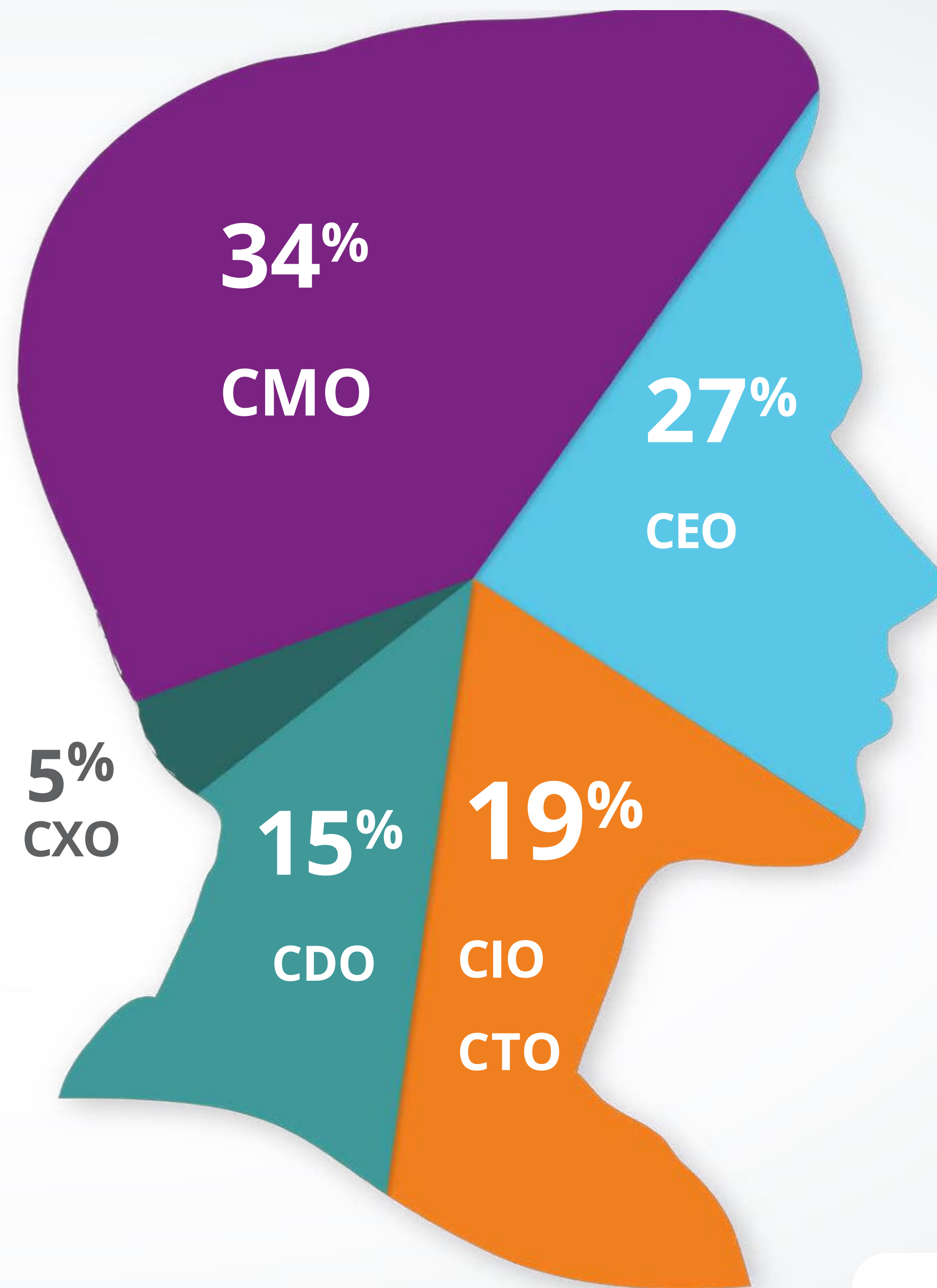
Digital Transformation & martech

ATC ATHENS TECHNOLOGY CENTER | info asset

Gartner®

2016-17 CMO Spend Survey

Digital Commerce
9% B2C vs **7% B2B**
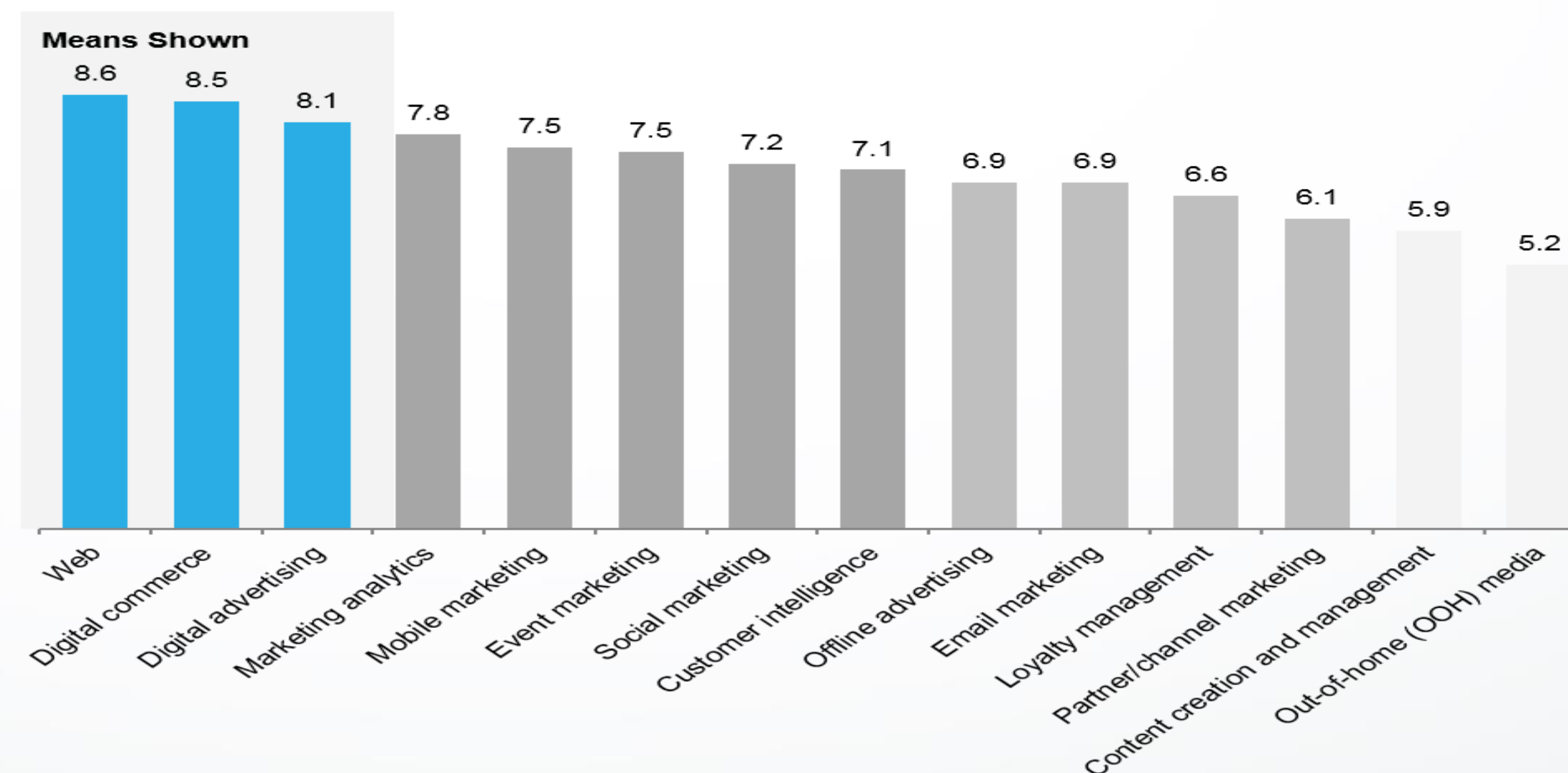
Analytics
7,8% on average

Content
~6% on average
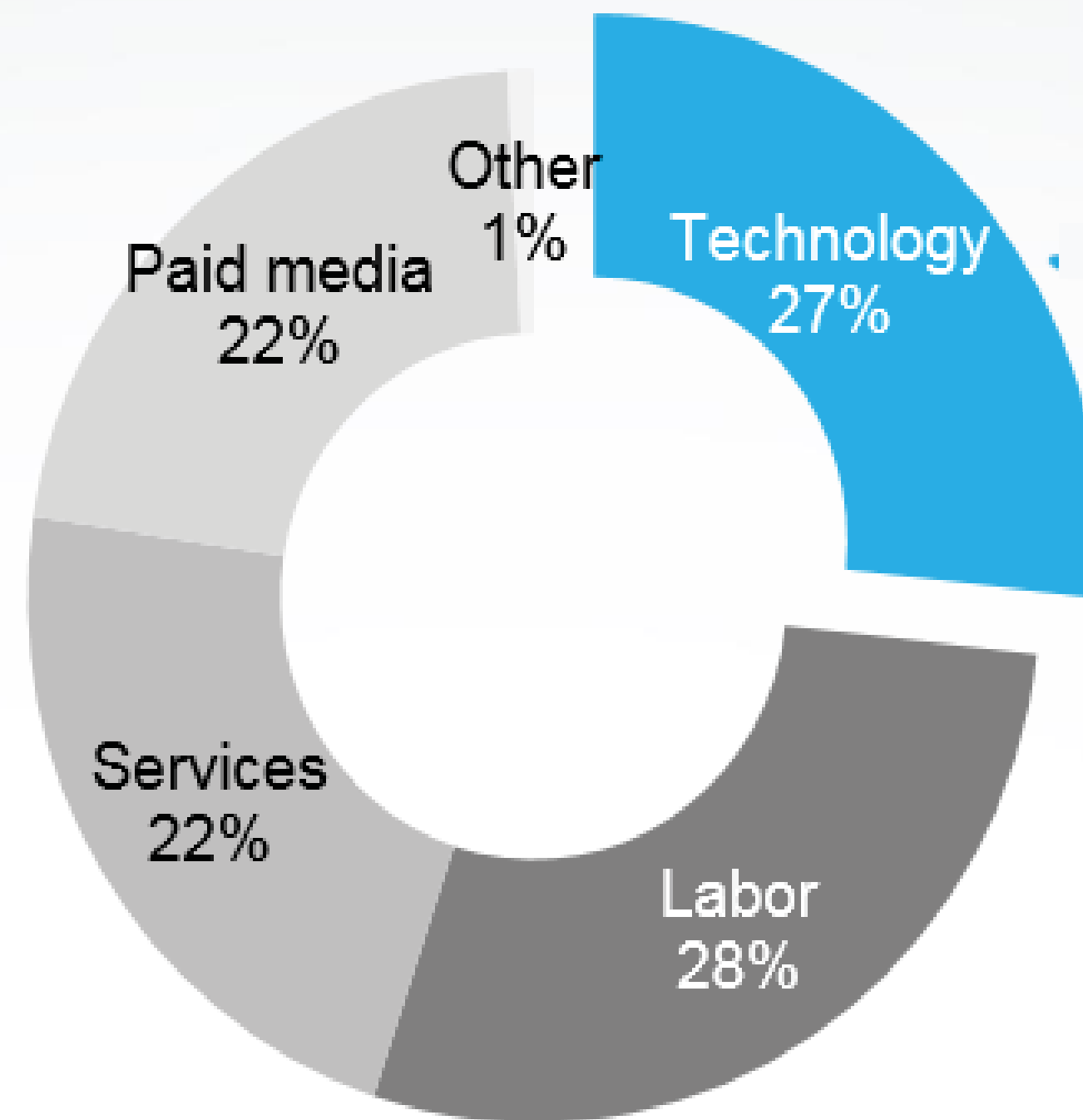
27% of their expense budget to technology

CMO spend 3,24%
of overall revenue
CIO spend 3,4%
of overall revenue

Pie chart labels:
- Technology 27%
- Other 1%
- Paid media 22%
- Services 22%
- Labor 28%

Means Shown

Category	Value
Web	8.6
Digital commerce	8.5
Digital advertising	8.1
Marketing analytics	7.8
Mobile marketing	7.5
Event marketing	7.5
Social marketing	7.2
Customer intelligence	7.1
Offline advertising	6.9
Email marketing	6.9
Loyalty management	6.6
Partner/channel marketing	6.1
Content creation and management	5.9
Out-of-home (OOH) media	5.2

Buzzwords' set #1

Digital Transformation & martech
Omnichannel & content

Influence brand preference over competitors

Google micro moments and content

know

Research & Explore

Educational content

go

All about geo targeting

Location based messages

do

Looking for answers

Valuable "how-to" content

buy

What, Where & How

Promotions & Sales messages

WE'RE TESTING NEW DIGITAL AD FORMATS THAT ARE HARDER TO IGNORE.

© marketoonist.com

Why companies **invest** in content-related **strategies & technologies**

SEJ Search Engine® Journal

56%
support a balanced mix of
content, SEO, social media
& link building

Content leads the pack

53% have a documented content
marketing strategy

Gartner®

Content Creation & Management
12% intent to significantly
increase investment
39% intent to slightly increase investment

ATC ATHENS TECHNOLOGY CENTER | **info asset**

Weekly news reach per source

96%
Online (incl. Social Media)

74%
Social Media

AD blocker

51% **U35**

use ad blockers

(**36%** average, 2nd/26 countries)

Online Advertising

YOUR AD

YOUR AD

YOUR AD

47% **Social Media users**

Feel haunted from online ads
(Global average)

50%

do not like their online behavior
being monitored

ALTIMETER®
@Prophet

The 2016 State of Digital Content

Source: 2016 Digital Content Survey

Extended use of content within the organization: market trends & business decision (i.e. sales, finance, legal, ..), corporate publishing, Press Office, ...

65% use social media as a base to create content

All	A Lot	Some	Very Little	None

Produced in-house
| 23% | 45% | | | |

Customer [UGC]
| 23% | 39% | | | |

Produced by agencies
| 13% | 30% | 29% | | |

ATC | info asset

Buzzwords' set #3

Digital Transformation & martech
Omnichannel & content
Fragmentation & integration

ATC ATHENS TECHNOLOGY CENTER | info asset

All the tools you need

End to End platform

Content aggregation
Traditional and online media

Thematic categorization & Sentiment Analysis
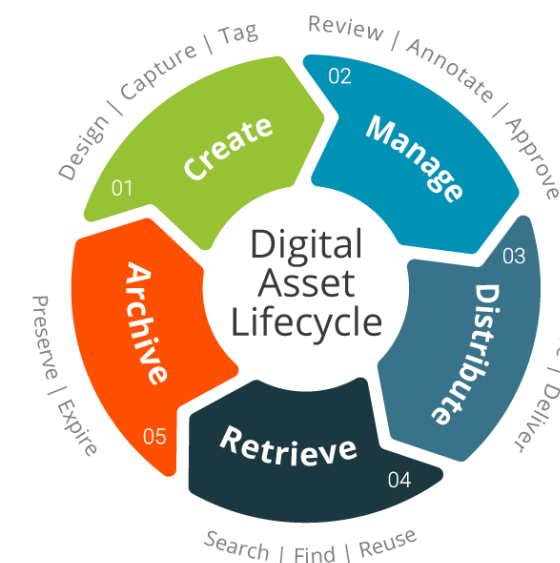
Verification

Summarization
Notifications & reports

Editorial control & Workflows
Plan & assign, multiple formats

Centralized storage environment (DAM)
Archive & retrieve

Multichannel distribution
Print, Web, Social media, Digital signage and more

Media & Brand Monitoring

What's in it **for PRESS OFFICE & COMMS**

01 Market Intelligence
Instant access to news and markets Insights

02 Verification
Validate social media content, context and contributor

03 Brand monitoring
Surveying and mapping corporate image

04 Personalization
Create and send different content versions according to audience

05 Corporate Publishing
End-to-end editorial workflow for printed or digital publications

06 Multichannel
Update multiple social media accounts & web sites instantly

ATC ATHENS TECHNOLOGY CENTER | info asset

Internal communication

What's in it **for the people within the organization**

01 **Multichannel**
One platform to update all outputs

02 **Constant flow**
Content delivery channels include publications, mobile apps, portals & intranet, RSS, emails and newsletters

03 **Personallization**
Create and distribute specialized information packages

04 **Remote access**
Work from wherever they are

Get in touch

When information is **your most important asset**

Address
10, Rizariou str
Chalandri, Athens

Phone & Online
Direct Line: +30210 6874 300

www.atc.gr

info@atc.gr

Social Media
Twitter.com/atc_gr
LinkedIn/athens-technology-center