

AUTOMOTIVE

Maserati supports end-to-end consumer journey, names global experiential agency

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Maserati has appointed Accenture Interactive as its global experience agency. Image credit: Maserati

By STAFF REPORTS

Italian automaker Maserati is reimagining its customer experience strategy to boost sales and brand equity around the world.

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Maserati has appointed Accenture Interactive as its global experience agency to support the end-to-end customer journey. Accenture Interactive will be responsible for Maserati's digital brand strategy, advertising, content product, campaign management and analytics services.

Driving toward its goals

In the last five years, Maserati has seen its sales increase significantly. The automaker's positive sales have been driven by the popularity and success of its new Quattroporte, Ghibli and Levante models.

Through its appointment of Accenture Interactive as its global experience agency, Maserati hopes to maximize its goals of supporting and enhancing its total customer journey.

Maserati also emphasizes maintaining its sophistication, elegance and style as a primary goal as it retools its experiential strategy.

"We are proud of our reputation for delivering a superior customer experience, yet we're still committed to improving every interaction we have with current and potential customers," said Jacob Nyborg, head of marketing at Maserati, in a statement.

"High-quality brand experiences change the nature of our relationships in a positive way, and we want to engage with our customers across all channels, from media to after-sales, in a more meaningful ways," he said.

"That's why we selected Accenture Interactive; they have the capabilities to manage our customer touch points holistically so we can deliver great experiences that build consistent, seamless and authentic interactions with our discerning customers."



The Maserati Levante is the brand's first SUV model. Image credit: Maserati

To achieve its goals, Maserati will work with an Accenture Interactive team drawn from the agency's various divisions. Team members will include specialists in data-driven marketing and digital delivery, among others.

Creative services for Maserati will be handled by Karmarama, Accenture Interactive's creative agency.

"Progressive businesses like Maserati recognize that experience is the new battleground, with customers expecting integrated, human-centered experiences both digitally and in the real world," said Anatoly Roytman, lead of Accenture Interactive Europe, Africa and Latin American, in a statement.

"In our role as Maserati's experience agency, we will move beyond the historical silos of business and marketing to create a horizontal and connected approach to creativity and develop remarkable customer experiences that drive business growth," he said.

"The mandate from Maserati is clear: to use digital to help drive sales, and at the same time, build premium brand equity. We're here to design a comprehensive marketing strategy designed to achieve both of these targets in a connected way, seeking the most creative and enduring customer experiences through the combination of data, content and innovative marketing technologies."

Recently, Maserati wielded Facebook's advertising capability to drive direct sales for its Levante SUV, leveraging custom audiences and data-driven pushes.

Maserati saw 127 vehicles sold directly from its recent two-phase Facebook campaign that built a targeted audience for those most likely to engage with the ads. The brand worked with outside data to discover Facebook users that were luxury SUV shoppers ([see story](#)).