

PCD is on a mission to provide exceptional digital experiences for financial service companies that are well-conceived, elegantly designed and intelligently delivered. Our goal is to turn the ordinary digital experience into something of extraordinary value for our customers and their clients through emphasis on understanding customer needs, great usability, service and ROI.

Our 20 years of experience focused solely in digital marketing and our ability to deliver end-to-end with creative, technical and operational excellence has earned us relationships with some of the world’s largest brands including: Citi, TIAA-CREF, Merrill Lynch, Smith Barney, Broadridge and Mercy Corps.

Our depth of experience is gained from successful delivery on thousands of digital initiatives including: Lead Generation, Product, Segment & Content Marketing, Social Marketing, Online Account Opening, “Sticky” Service Adoption, Financial Education, Customer Loyalty and Retention Programs.

Our capabilities also include the design, development and delivery of secure, permissions based, multi-tier applications for: Campaign Fulfillment, Content Management (CMS), Marketing Resource Management (MRM), Digital Asset Management (DAM), Customer Relationship Management (CRM) and Events Management.

Our digital work for Citi has won a variety of awards including a [Stevie Award](#), a [Marcom Award](#), and a [Communicator Award](#) for Website Design.

PCD Group was founded in 1996 by [Paulette M. Carter](#) and is a certified women owned business. PCD has been featured on the [Inc. 5000 Fastest Growing Private Company](#) lists for 6 of the last 10 years.

Summary of Offerings

SERVICES	CAPABILITIES	SOLUTIONS
<ul style="list-style-type: none"> • Research, Focus Groups • U/X Strategy • Experience Design • Content Development • Technology Development • Data, Analytics & Reporting • Search Optimization • ADA Compliance • Managed Hosting 	<ul style="list-style-type: none"> • Websites & Mobile Sites • Social Marketing • API Integration • Application Development • Email Marketing • Portals, Intranets, Extranets • Demos, Tours, Gadgets • Calculators • Language Translations 	<ul style="list-style-type: none"> • Campaign Management • Acquisition & Onboarding • Service Adoption & Retention • Engagement & Brand Loyalty • Financial Education • Content Management(CMS) • Digital Asset Management(DAM) • Marketing Resource Management(MRM) • Customer Relationship Management(CRM)

