eClerx Digital Marketing Operations

Execute on goals in all phases of the marketing funnel.

Jasmine Cheng



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Some of our clients:



Selected metrics & numbers:

44%	20%	99%	15,000+	5,000+
improvement in turnaround time	reduction in campaign dev costs	quality of campaigns delivered	campaigns executed per month	pages migrated

What we do A one-stop shop for better marketing outcomes.

We help big brands combine traditional campaign operations with advanced customer and performance analytics to achieve optimized and personalized customer journeys across all phases of the sales process.

Marketing execution

Supporting and supplementing your marketing operation teams with industry-domain experts to manage true end-to-end campaign execution across all phases and all channels.

Campaign optimization

Quantifying campaign impact across dimensions and metrics to provide actionable recommendations to optimize performance.

Campaign consulting

Recommending what strategies to adopt to achieve results on our mutually defined pre-set KPIs and then implementing via a standardized best-of-breed process.

Analytics reporting

Measuring marketing performance and delivering full, near-real-time reports and analyses on complete campaign performance.

How we do it End-to-end from customer intelligence to campaign optimization.

Customer analytics

We provide you with customer intelligence to enable customer-centric campaigns.

Marketing management

We deliver omnichannel campaign experiences through a blend of platform expertise and technology enablers.

Campaign insights

We deliver actionable insights from advanced predictive analytics and our BI capabilities. Then, we create intuitive dashboards on campaign performance.

Optimization

We establish a feedback loop powered by analytics to improve campaign performance.

Marketing operations services blueprint

INSIGHTS Customer intelligence	ORCHESTRATION Marketing design	ACTIVATION Marketing development	PERFORMANCE Marketing effectiveness	OPTIMIZATION Marketing improvement
Analytics to enable customer- centric campaigns	Structured KPIs-based campaign design	Campaign delivery enabled by domain & integrated functions	Campaign Intelligence for driving meaningful outcomes	Data-driven feedback loop for future campaigns
 Lifecycle modeling Next-best action/offer Customer segmentation models Propensity models 	 Measurement framework & forecasting Contact strategy analysis Campaign journey design Campaign & assets taxonomy definition 	 Marketing consultancy Integrated campaign execution Creative & asset development Audience & journey build Deployment & monitoring 	 MROI & campaign effectiveness analysis Channel performance analysis Conversion driver analysis Customer journey analysis 	 Multi-touch attribution analysis A/B testing ideation Audience targeting optimization Media mix modeling
Customer eng. – HUB 360/HUB.ai	ORCHESTRATION PACK	ACTIVATION PACK	PERFORMANCE PACK	Ilume.ai/Sixth Sence
	Taxonomy generator	Email builder	Journey eng. Traverse.ai (CAS)	
	Campaign ID generator	Landing page builder	Reporting eng. analytics stack intg.	
	Flex forecasting	Messenger integration	Flex forecasting	
	Audience governance	Automated pre- & post-QA		
	Launch predictor	Audit plug-ins		
	Budget planner	TagSure		
	Integrated marke	eting workbench/HUB with campaign workflow	management modules	

The eClerx advantage

Three main drivers stand out in our capability to deliver best-in-class services and solutions to our customers around the world in a variety of industries.

Though each component on its own is not unique to the business, we dare say that the combination of them is.

1. Experts & Advisory

With 175+ in-market and industry consultant subject matter experts and senior advisory consultants, we can assist in both strategic and tactical aspects across markets, channels, and industries.



2. Operational Capabilities

We offer broad and deep operational capabilities through our documented domain experience and all-around tech skillset. And, of course, the vast operational capacity to back it up.



3. Tech & Tools

Through 20+ eClerx technologies, automations, and integrations, we can costefficiently improve productivity, optimize processes, and increase conversion rates.



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A platform-agnostic approach

We always adopt a holistic and agnostic approach to technology and platforms. From campaign builds to outcome measurements, we leverage industryleading and client-specific platforms.



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eClerx Digital Thank you

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