

# eClerx Digital Marketing Operations

Execute on goals in all phases  
of the marketing funnel.

Jasmine Cheng



# Some of our clients:



Lenovo



Uber



SYNOPSYS®

M&S



ABB

dun & bradstreet

# Selected metrics & numbers:

44%

improvement in turnaround time

20%

reduction in campaign dev costs

99%

quality of campaigns delivered

15,000+

campaigns executed per month

5,000+

pages migrated

# What we do

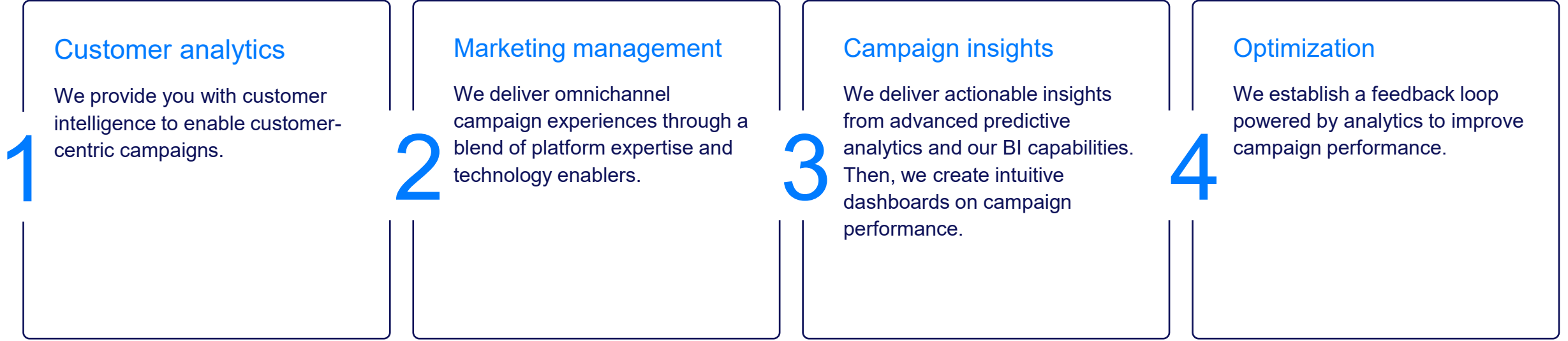
## A one-stop shop for better marketing outcomes.

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.



# How we do it

## End-to-end from customer intelligence to campaign optimization.



# Marketing operations services blueprint

## INSIGHTS

### Customer intelligence

Analytics to enable customer-centric campaigns

1. Lifecycle modeling
2. Next-best action/offer
3. Customer segmentation models
4. Propensity models

Customer eng. – HUB 360/HUB.ai

## ORCHESTRATION

### Marketing design

Structured KPIs-based campaign design

1. Measurement framework & forecasting
2. Contact strategy analysis
3. Campaign journey design
4. Campaign & assets taxonomy definition

#### ORCHESTRATION PACK

Taxonomy generator

Campaign ID generator

Flex forecasting

Audience governance

Launch predictor

Budget planner

## ACTIVATION

### Marketing development

Campaign delivery enabled by domain & integrated functions

1. Marketing consultancy
2. Integrated campaign execution
3. Creative & asset development
4. Audience & journey build
5. Deployment & monitoring

#### ACTIVATION PACK

Email builder

Landing page builder

Messenger integration

Automated pre- & post-QA

Audit plug-ins

TagSure

## PERFORMANCE

### Marketing effectiveness

Campaign Intelligence for driving meaningful outcomes

1. MROI & campaign effectiveness analysis
2. Channel performance analysis
3. Conversion driver analysis
4. Customer journey analysis

#### PERFORMANCE PACK

Journey eng. Traverse.ai (CAS)

Reporting eng. analytics stack intg.

Flex forecasting

## OPTIMIZATION

### Marketing improvement

Data-driven feedback loop for future campaigns

1. Multi-touch attribution analysis
2. A/B testing ideation
3. Audience targeting optimization
4. Media mix modeling

Ilume.ai/Sixth Sence

Integrated marketing 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 cost-efficiently improve productivity, optimize processes, and increase conversion rates.



# A platform-agnostic approach

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

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## Customer analytics



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## Campaign management



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## Campaign insights



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## Optimization





# eClerx Digital

# Thank you

## Contact information

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