

eClerx Digital Web & Ecommerce

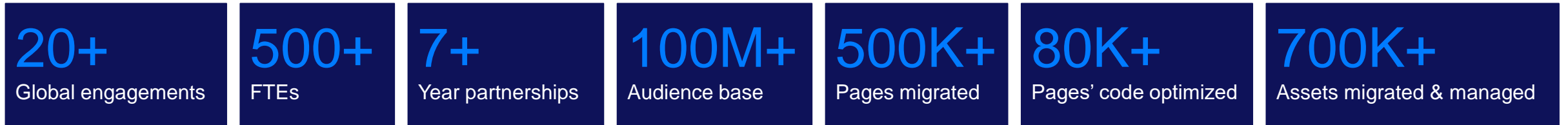
Customized web service solutions designed to improve every aspect of the customer experience.



Some of our clients:



Selected metrics and numbers:



Spanning the whole gamut of web & ecommerce services

We aim to deliver highly customized solutions based on needs, tech stack, and best-in-class processes.

1. Web ops & creative management

The cornerstone of any successful digital business is website operations and creative management. At eClerx Digital, we specialize in this foundational layer, providing our clients with the expertise they need to effectively manage their website and creative assets.

2. Optimization services

We offer a range of optimization services aimed at improving overall performance. This includes SEO, product data enhancement, page speed optimization, and other data-driven strategies to optimize and improve the visibility and ranking of our clients' digital content.

3. Retention & engagement

We specialize in offering campaign operations and marketing operations services at the traffic layer to assist our clients in effectively managing their retention and engagement campaigns. Our team of experts provides support across channels and platforms in segmentation, landing page optimization, campaign execution, and analytics.

4. Improving the experience

Our personalization services include advanced A/B testing and customer data enhancement services aimed at improving the customer experience and driving engagement and conversions. Additionally, we leverage data and analytics to help our clients optimize their digital assets and personalize the customer experience to increase engagement and drive results.

A cross-channel experience
for large B2B & B2C companies.



A cross-channel, end-to-end experience

Design

- Engaging website design
- Design assessments
- Accessibility assessments

Create

- Videos, banners, images
- Interactive assets & print

Develop

- Faster Google Tag Manager
- Omnichannel development

Templates & components

- CMC & ecommerce migrations
- Web publishing in tools like AEM

Cloud

- Host at AWS or Azure
- Host at secure eClerx cloud
- Re-platforming & site migrations

Search

- Site search & SEO
- Paid search
- Keyword research
- Tech optimization



A cross channel, end-to-end experience (cont.)

Measure

- Tag page attributes
- Automated tag audits
- Performance reporting

Test

- User research & usability testing
- Rapid prototyping & A/B testing
- User acceptance testing
- Mobile app testing & QA

Optimize

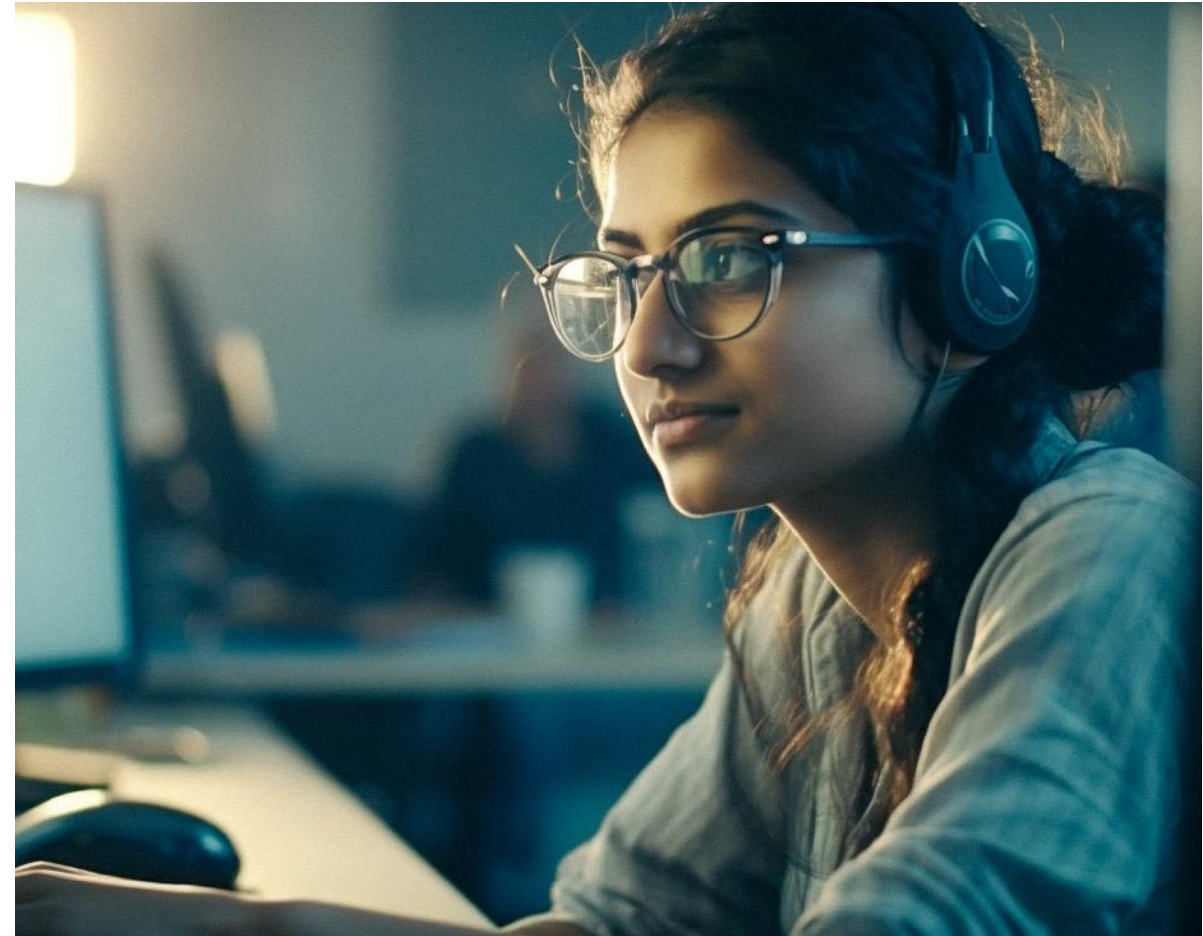
- Optimized code & journey
- Improved page load
- Personalization
- Customer journey optimization

Monitor

- Campaign, price, & content
- Site performance
- Product accuracy
- Competitive intelligence

Moderate

- AI-driven models
- Social channel & marketplace
- User feedback analysis



Our AEM capabilities

Component Development & Testing

- Develop components and templates to meet specific design and functionality requirements
- Update existing components for refinement
- Test components in AM staging server post development assessment

AEM Personalization & Automation

- Configure activities, experiences, and custom scripts
- Configure personalized offers and content personalization
- Bulk updates and publishing through automated solutions

CMS Migration & Upgradation

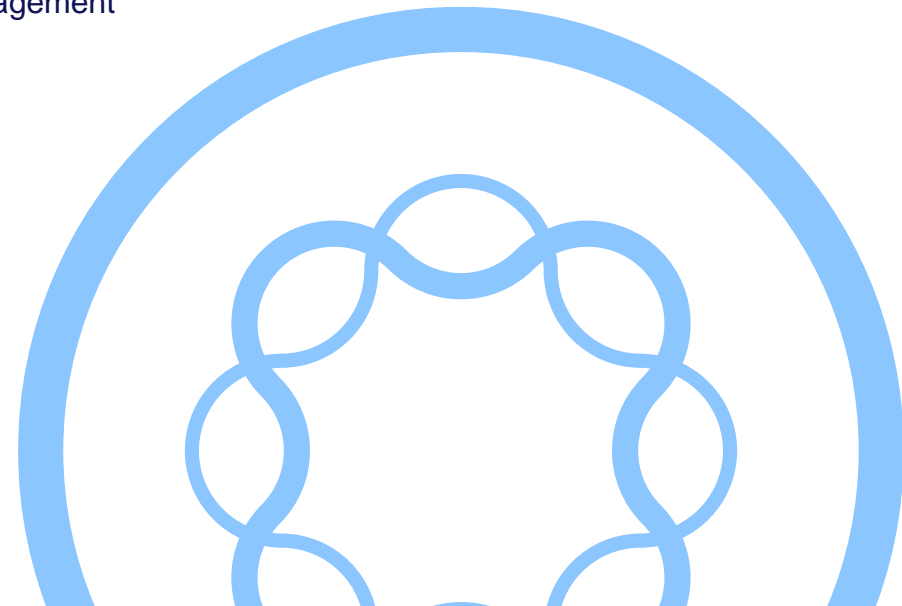
- Inventory creation & analysis
- Content mapping
- 3R strategy – Retained, Rewrote, Retired
- Develop automation to perform data validation and content audit

Service Desk Management

- Project, scrum, & sprint management
- L1 – L4 ticket management
- Troubleshooting & incident management

Authoring & DAM Management

- Create pages using existing templates & components
- Manage assets in DAM including images, PDFs, and videos
- Uploading new assets in DAM



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 skill set. 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.





eClerx Digital

Thank you

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