

# DIGITAL MARKETING

BUILDING DEEPER CONSUMER  
RELATIONSHIPS THROUGH  
EXPERIENCE CONTEXTUALIZATION AND  
PERSONALIZATION, ANALYTICS FOR  
INSIGHTS-DRIVEN ACTION, AND DIGITAL  
PROGRAM EXECUTION FOR SUPERIOR ROI.

Infosys<sup>®</sup>  
Navigate your next



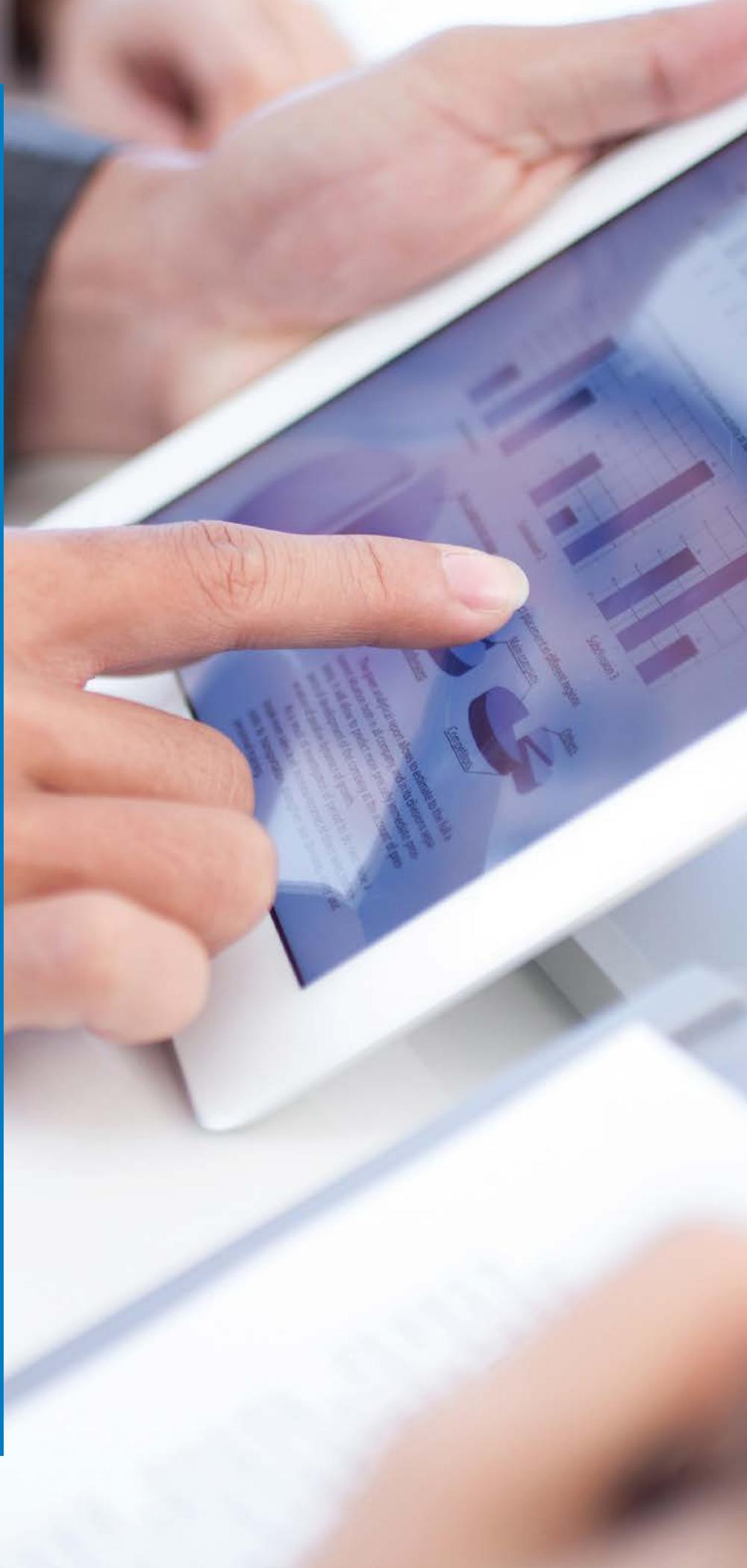
## Introduction

Today's digital consumer is articulate and demanding, driving global conversations on your company's products and services, influencing brand image and bottom line like never before. It's no wonder then that enterprises are looking for ways to build long-term productive relationships with their consumers to succeed in the digital marketplace.

A comprehensive digital marketing solution – that helps engage with the consumer, influence their opinions, provide relevant feedback, reach various demographics, and glean actionable insights – thus becomes critical to a successful corporate strategy.

The Infosys Digital Marketing strategy provides end-to-end solutions to enterprises seeking to ensure efficiencies and effectiveness in their digital marketing efforts. We work with CMOs to help leverage multiple channels to engage the consumer, build long-term relationships, and harness the explosion of data while measuring and enhancing the ROI of digital marketing.

Our Digital Marketing offerings leverage cross-channel integration to engage the consumer, harness consumer data, generate insights, and measure business value. Seamless to integrate and easy to adopt, our solutions offer robust technology-based platforms to fulfill your end-to-end digital marketing requirements.



## CMO Challenges Today: How Are They Reacting?

Infosys believes that the top three challenges being faced by CMOs are:

1. Growing revenues and profits
2. Contending with stronger and new competition in the market
3. Connecting better with customers

As a result, CMOs have realized that in

order to maintain competitive advantage they need to:

- Invest in the customer experience to drive business advantage and profitable revenue growth
- Harness the unprecedented possibilities promised by the social and consumer experience analytics

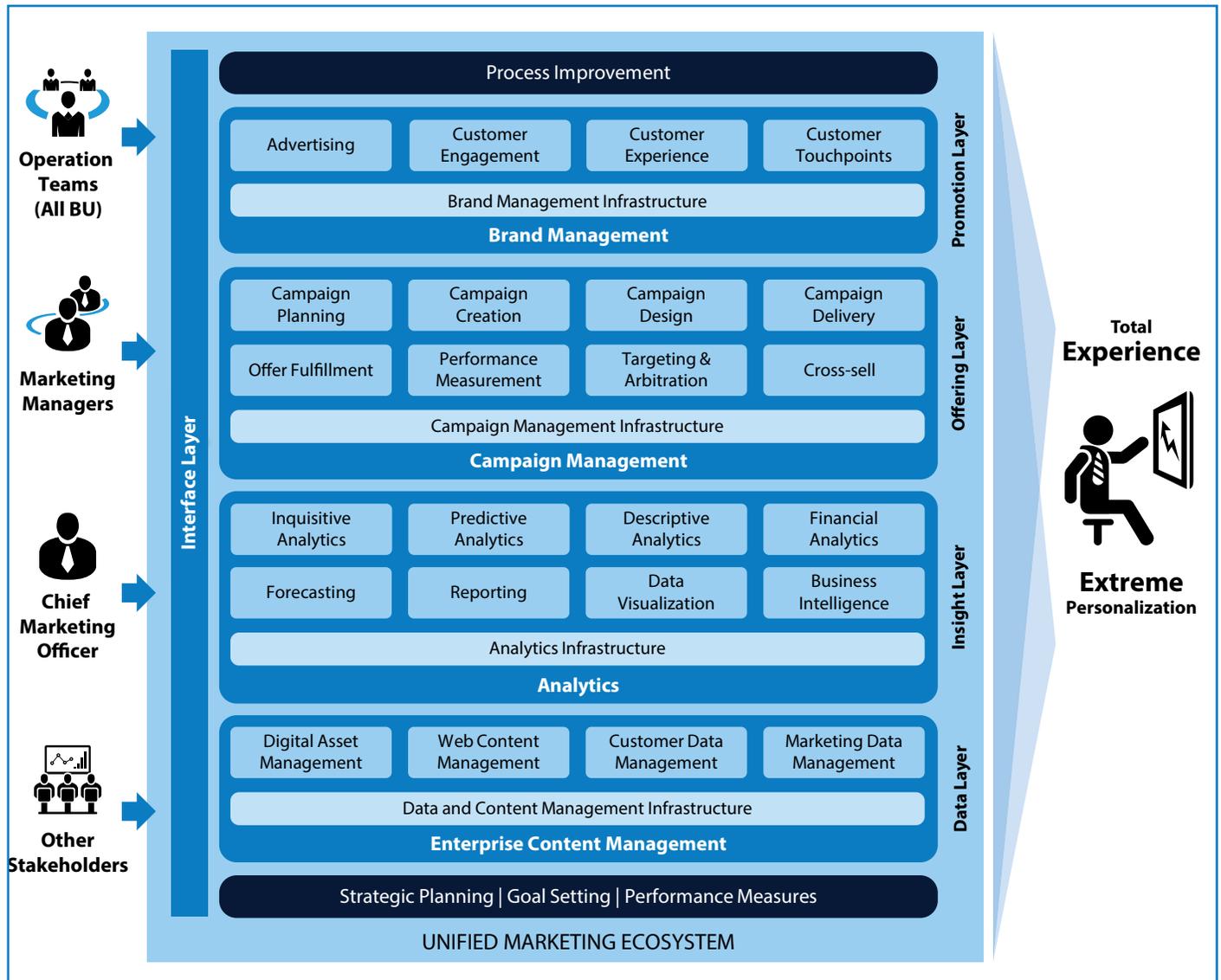
- Leverage multiple channels to engage with consumers and create high-quality content that attracts and retains customer interest across all these channels
- Master the correct metrics and measure the ROI of digital marketing



## Top 5 Imperatives of Digital Marketing:

- 1. CONTENT IS KING:** Create relevant, powerful, and interactive content to deliver superior experiences seamlessly across channels.
- 2. ENGAGE THE AUDIENCE:** Inspire engaging conversations across channels
- 3. SIMPLIFY:** Make marketing operations cheaper, faster, better!
- 4. POWER OF ANALYTICS:** Leverage smarter analytics delivered on dashboards to drive effective campaigns and create new revenue opportunities.
- 5. CUSTOMER AT THE CENTRE:** Have a 360-degree view of the customer (across the corporate and social landscape) to drive customer centricity.

## Digital Marketing Experience by Infosys



## Our Digital Marketing Offerings

Infosys offers end to end Digital Marketing services covering customer experience management, analytics, campaign management, marketing operations, CRM, and loyalty management. Our services are backed by extensive domain experience and intelligence gathered around hundreds of successful interventions in these spaces across multiple industry verticals.



In line with these market needs, Infosys Digital Marketing offerings include:

- **Marketing Operations:** Developing, supporting, and enhancing Digital Marketing platforms, run Digital Marketing operations across the life cycle including Release Management, Migration Management, and Application Change Management, and providing technical services for Digital Marketing Operations across digital content management, digital assets management, and digital production.
- **Customer Experience:** Conceptualizing, creating, and managing inspirational and compelling content including contextual and buzzworthy content in line with clients' business

requirements that engages and influences end customers.

Transforming customer touchpoints to engaging journeys by providing personalized content across multiple channels.

- **Campaign Management:** Improving campaign efficiency and effectiveness by providing a unified view of the customer; designing, executing, and monitoring multi-channel campaigns and providing insights on customer buying behavior that impacts business outcomes.
- **Marketing Analytics:** Deriving real-time actionable insights leveraged through understanding customer behavior by:

Conducting Analytics Audit

Identifying KPIs that map to business goals including CTR, click to conversion, etc.

Implementing analytics by collating from multiple enterprise systems (CRM, web and mobile channel, ERP and other transactional systems) and providing full customer profiling, visitor behavior, trends and their impact on business metrics in real-time.

- **CRM and Loyalty-Driven Marketing:** To help identify, segment, monitor, and reward desirable customer behavior and enabling social media services to help develop engaging social content and leverage social analytics to understand customer preferences.

## Why Infosys Digital Marketing

Our capability in Digital Marketing spans all domains, with a talent pool of 2200+ Digital Marketing experts working across best-in-class technologies. These include over 500 Adobe professionals offering services across a host of products working with various marquee clients.

We have leveraged our rich experience to develop IP tools and platforms:

- Infosys Brand Builder: Built on Adobe Experience Manager to accelerate digital property redesign and rollouts
- INTACT (INTElligent Automated Campaign Tool): A solution that assists Digital Marketers to gather end customer information and provide

inputs to create a smart and intelligent campaign

- MAGNET (Solution for Management, Governance, and Nurturing of Enterprise Taxonomies): An Infosys solution for management of enterprise taxonomy consisting of policies, procedures, and documentation required for management
- Infosys BrandEdge Platform for Digital Marketing
- Consumer Genome solution for Personalization
- WCM Website Rollout Tool

Our strong Digital practice, with service offerings that span B2B and B2C

Commerce, Web Content, & Digital Asset Management, Search & Web Analytics, Social/Mobility/Analytics/Cloud (SMAC), Cloud Apps, IoT, and Integration services in addition to Digital Marketing, services over 300 client organizations across 50 countries. We help clients across four key areas: Experience, Digitization, Connected Devices, and New Business Models. Our services span Strategy & Consulting, Creative, Implementation, and Operations Support. Infosys also supplements these skills by partnering strategically with multiple local agencies across the world, enabling us to provide a full basket of digital services to our clients.



## Strategic Alliances and Digital Marketing Partnerships



### Success Stories

#### Centralized Digital Marketing Platform for a Global Life Sciences Client

- Accelerated brand launch cycle time by 30%
- Reduced cost by 40% for 1200+ brands
- Better CSAT and reduction in valuable and scarce bandwidth of brand managers

#### Global Online Transformation Program for Large UK-based Telco

- Unified consumer experience with self-care and e-commerce for consumers across 14 countries
- Client onboarding of 19.5 Million consumers in a single week in Aug 2014
- Customer advocacy up 20%

#### Digital Platform for Major US Restaurant Chain

- "Guest First" Approach, Multi-Brand/ Tenant Solution, Multi-Lingual, Multi-Market, Multi-Channel, Multi-Catalog
- E-Commerce Platform offering Truly Omni-Channel Experience
- 2 Brands already live on the site, Another 5 Brands in the Road Map

#### Future-proof & Scalable Digital Customer Experience Platform for a Telco Client

- Increased User Subscription by 30% , Enhanced Customer Satisfaction score by 25%
- N-Screen Experience (Mobile First) with Unified Customer View

- 3-week Agile sprints
- On-demand Cloud bursts, high performance pageloads for extreme scale (10M+ users)
- Adjudged as Best Authenticated Site in the Industry



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