The influential and demanding digital consumer is driving global conversations on your company’s products and services, deciding brand image and bottom line. Consumer Packaged Goods (CPG) enterprises that seek to build long-term consumer relationships and generate marketing value need to embrace the digital marketplace. Companies must deploy a comprehensive digital marketing solution that helps them engage with the consumer, influence their opinions, provide relevant feedback, reach various demographics, and glean actionable insights.

Infosys’ Digital Marketing Strategy provides an end-to-end solution for CPG enterprises seeking to ensure efficiencies and effectiveness in their digital marketing. The offering leverages cross-channel integration to engage the consumer, harness consumer data, generate insights, and measure business value through Return on Marketing Investment (ROMI). With seamless integration and easy adoption, the solution offers a robust technology-based platform to create dynamic digital marketing campaigns.

**The Infosys Digital Marketing Strategy**

- Transform digital with:
  - Digital marketing platform
  - Marketing analytics and insights
- Drive innovation through:
  - Digital consulting services
  - IP-led solutions to fill gaps in the market
- Improve operations with:
  - Digital shared services factory
  - Mobile applications build partner

**The Infosys promise**

- Enable CPG companies to **SIMPLIFY DIGITAL MARKETING**
- Equip brand managers to create **INSIGHTFUL CAMPAIGNS**
- Enhance digital consumer engagements with the use of **INNOVATIVE TECHNOLOGY**

**Our Digital Marketing Offerings**
Benefits of the Infosys Digital Marketing Offerings

Partnering with Infosys for your digital marketing journey helps you realize tangible benefits such as:

### Flexibility and scalability
Facilitates innovation in creating high performing campaigns for all types of markets.

### Agility
Reduces time to launch campaigns by 50%.

### Simplicity of adoption
The easy-to-use functionality enables quick adoption. As many as 200 marketers and 50 agencies have adopted our solution in 6 months.

### Collaboration
Creates a collaborative ecosystem for knowledge and asset-sharing across product lines and geographically distributed markets.

### Campaign effectiveness
Provides rich analytics, a 3600 customer view, and tools to track the effectiveness of campaigns.

### Cost and efficiency
Enables 33% reduction in operating costs.

### Security and compliance
Enables 100% compliance with functionalities such as age verification.

### Reliability
Leverages world class uptime of 99.99% over 12 months.

### Consistency and integration
Offers in-built features to ensure that data is easily integrated and fully compliant.

### Control and standards
Helps unify data, provides a standardized technology solution and adheres to global risk, governance, compliance, and security framework.

### User insight and engagement
Integrated digital data and cross-channel capability offers innovative ways to enhance the customer experience.

---

**CLIENT CONTEXT**
- A premium beverage enterprise with over 250 corporate sites developed by 80+ agencies globally across multiple technologies.
- Digital operations were stymied by technology and process inefficiencies.
- Long development lead times led to undue pressure on clients and supporting agencies.

**INFOSYS SOLUTION**
- Deployed a scalable Digital Marketing platform to consolidate and simplify activities/infrastructure, while standardizing processes and implementing guidelines and best practices.
- Incubated future technology needs for mobile devices and social media.
- Provided a single point of ownership for a multi-partner environment governed by operational-level agreements.
- Leveraged supporting multiple technologies such as .NET, Java, Flash.
- Provided 24x7x365 active support.
- Enabled quality assurance activities ranging from code review to security check to performance testing.
- Set up reward/penalty-based service-level agreements.

**RESULTS/FEATURES**
- Adoption – Over 100 agencies are launching campaigns on the platform.
- Simplicity – 80% of marketers and agencies state that the platform tools are easy to use.
- Flexibility – 75% of brand users and agencies confirm that the platform meets existing and future needs.
- Agility – Platform reduced time to consumer from 19 to 9 weeks.
- Security and Compliance – 100% of digital assets are compliant with data privacy standards.
- 100% platform availability for 3 years.
- Campaign launch timeline reduced from 3 weeks to less than 1 day.
- Technology standardization resulting in high reuse and cost-saving opportunities.

---

**Success Stories**
- World-leading sportswear company handled by 75+ digital agencies and 50+ digital managers.
- Its online presence generated over 2.2 billion online page views in 40 countries in 17 different languages.
- End-to-end ownership was required to maintain and manage the online environment and launch microsites with expected quality standards.

---

**About Infosys**
Many of the world’s most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow’s enterprise.

For more information, contact askus@infosys.com

© 2012 Infosys Limited, Bangalore, India. Infosys believes the information in this publication is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of the trademarks and product names of other companies mentioned in this document.