

## Digital Solution for the B2B Programmatic Ad Space

We enabled a global information services company to rapidly enter a new market, turning its traditional data assets into a new revenue stream.

The Internet of everything is producing massive amounts of data rich with insights into customer behaviors and preferences. A leading business information services company that had little presence in the fast-growing B2B digital marketing space saw a major opportunity to utilize its powerful data assets to quickly enter a new market.

The space is active and changing quickly. As two fields - "martech" and "adtech" - continue to converge, marketers and advertising agencies are applying data and technology to better understand and target audiences to generate sales leads.

We helped evaluate the opportunity and quickly identified the company's competitive advantage in both data quantity and quality. The company has a trove of first-party, "deterministic" data, which is more reliable and useful than the "probabilistic" data offered by most companies in the martech space. It also has the capacity to assimilate "third party" data from numerous sources and monetize it through its deep network of clients.

### AT A GLANCE

A global business information company wanted to enter the B2B digital marketing business. It has powerful data assets, and it asked us to explore ways to develop a service offering for its data customers.

#### Outcomes:

We helped build a cloud-based data management platform. The platform is generating revenue and will broaden the company's footprint in digital sales and marketing.

- 100% growth expected in 2018.
- \$35 million pipeline of future revenue.
- New partnership opportunities with digital native companies.

We designed and built a data management platform that “mashes up” and collates large volumes of first- and third-party data. The platform enables data segmenting for account-based targeting and marketing and integrates seamlessly with big marketplaces like Google and Facebook.

As a result, the company is seeing rapid acceptance in the B2B digital marketing space, with expected growth of 100 percent in 2018. Together with the client, we are also exploring possibilities to expand the lead list and extract more value using machine learning-based modeling.

## A LONG-TERM PARTNERSHIP PLUS DIGITAL MARKETING AND BIG DATA PROWESS

We were chosen for this engagement because of our long-term relationship with the company, our robust digital marketing, big data and platform development capabilities, and a deep understanding of its technology and business operations. Our mandate was to help the company aggressively enter the digital marketing space by leveraging its core data assets.

We began by analyzing the marketplace, quickly recognizing that it was dominated by companies using probabilistic data. There were very few

deterministic data set providers available for identifying targets in the B2B space.

Our initial work led to a proof of concept demonstrating there could be a low-cost way to enter the market. We recommended a cloud-based data management platform, built with an agile approach, that could scale as demand grows.

The platform can assimilate large volumes of first- and third-party data from a wide range of sources, and it can combine, or “mashup,” online and offline digital data. Currently the platform is capable of curating 40TB of data in a matter of hours and create ~800 target segments which can be delivered to all major data marketplaces.

As a result of this initiative, we cut time-to-market by 50 percent. The company has established a new line of business, positioning itself at the leading edge of martech and adtech providing sophisticated B2B user segmentation.

For more information: <https://www.cognizant.com/communications-media-technology>.

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## ABOUT COGNIZANT

Cognizant (Nasdaq-100: CTSI) is one of the world’s leading professional services companies, transforming clients’ business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at [www.cognizant.com](http://www.cognizant.com) or follow us @Cognizant.



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