



Customer success stories

# **Boosting sales and customer loyalty with automated marketing campaigns**

## Customer challenge

Initially, the company attempted to launch its own marketing campaign using internal data and research. However, this approach quickly revealed significant shortcomings. Without a comprehensive, holistic view of their customers, the company struggled to deliver personalized and relevant messaging. As a result, customers received overlapping promotions and offers that didn't align with their interests or needs, leading to disengagement and a lack of response.

Recognizing the need for a strategic overhaul, the automotive company sought to revamp and restructure its marketing efforts. The goal was to develop a campaign that could deliver the right offer, through the right channel, at precisely the right time. This new approach aimed to eliminate the inefficiencies of the original campaign and foster meaningful engagement by tailoring communications to each customer's unique profile.

## AWS + Cognizant solution description

Cognizant was brought in to transform the marketing strategy for the automotive company by developing a personalized marketing platform tailored to individual customer needs. The goal was to deliver the right offer at the right time through the most effective channel, enhancing customer engagement and satisfaction. To achieve this, Cognizant created a cloud infrastructure built on an AWS platform that leveraged company data, including service history, website interactions and driving behavior. It built a comprehensive 360-degree view of each customer.

At the heart of this transformation was a machine learning system powered by advanced AI technology. This system continuously analyzed customer data to identify the most relevant offers. Along with AWS, Cognizant leveraged robust automation capabilities to enable the seamless execution of complex marketing workflows, ensuring that personalized messages reached customers efficiently and effectively.

The entire process was visualized through an interactive dashboard that displayed real-time insights and campaign performance metrics. These insights were then fed back into the AI system, allowing it to refine its predictions and improve future recommendations. This feedback loop created a dynamic, self-improving marketing engine that not only boosted company performance but also deepened customer relationships through smarter, data-driven engagement.

## Outcomes/results

The launch of a new marketing campaign powered by Cognizant and AWS delivered outstanding results, transforming customer engagement and business outcomes. Some highlights of the system included:

- Email open rates doubling to an impressive 45%
- Click-through rates surging to 20%
- Sales leads increasing by 50% within the first year
- Repurchase conversion rates projected to rise by 40% over three years
- All activities being fully compliant with security and privacy standards, ensuring customer trust and safety

## About the partner

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. We engineer modern businesses to improve everyday life. Our unique industry-based, consultative approach helps clients transform technology, reimagine processes and transform experiences, ensuring businesses remain agile, relevant and ready to run more innovative and efficient enterprises.

With AWS as our partner, we focus on the outcomes that matter most to businesses and underpin our solutions with deep industry experience and market-leading IP. Cognizant brings more than 13,000 AWS-certified professionals, dedicated AWS-certified consultants in 43 countries, hundreds of customer launches and successes and more than 70 transformational blueprints to drive innovation beyond cloud migration.

As a premier consulting partner, Cognizant holds numerous AWS competencies, including AWS Mainframe Migration, AWS SAP, AWS Migration, AWS Financial Services, AWS Healthcare and AWS Life Sciences. Partner programs include AWS Well-Architected, AWS Managed Service Provider, AWS Marketplace Seller, AWS Solution Provider Program and AWS Public Sector Solution Provider.



Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at [www.cognizant.com](http://www.cognizant.com) or [@Cognizant](https://twitter.com/Cognizant).

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