



Cognizant® Marketing Operations

Enabling agility and intelligence at scale

With consumers spending more time than ever online, brands are being forced to reimagine their marketing experiences. Customers expect businesses to meet their fast-changing needs in hyper-personalized ways, but an endless array of digital channels makes it harder for marketers to engage. As online behavior evolves, leaders continue to search for solutions that build trust and protect brand safety while maximizing campaign effectiveness.

The pandemic accelerated the shift to digital as campaign optimization started to become more complex, with privacy regulations tightening, third-party cookies being phased out and 90% of mobile internet time spent in apps¹, where customers are harder to target. Marketers face pressure to hit growing revenue targets, yet fragmented technology and data dispersion limit their ability to measure impact and adapt. To maximize marketing ROI,

brands need to turn data into actionable insights that enhance execution. Marketers must form a 360-degree view of the customer to deliver hyper-personalized experiences. This is only possible when marketing operations merge seamlessly across channels, enabling attribution-led decisions to drive better results.

“84% of customers say being treated like a person, not a number, is very important to winning their business”

Source: Customer Expectations Hit All-Time Highs, Salesforce

¹eMarketer: The Majority of Americans' Mobile Time Spent Takes Place in Apps, July 2020

Cognizant®

Our solution

Cognizant Marketing Operations is a full stack service that drives tangible outcomes across the end-to-end marketing process. We bring together the right talent, thought leadership and platform expertise to improve cross-channel marketing and data handling on a global scale. Our international footprint enables localized execution, tailored to regional nuances. We deliver hyper-personalized campaigns wherever your customers are, with enhanced experiences at the core.

How we deliver value

We build bespoke delivery models, aligning specific marketing services to your business goals. Our approach centers on four operational principles.



Personalize

We bring together discrete datasets to better understand online and offline touchpoints and the sales funnel. Our sophisticated customer analysis enables content personalization. This drives emotive, immersive experiences that increase brand loyalty.



Execute

We define the appropriate channel mix and launch campaigns on demand, seizing marketing opportunities at speed. Our agile cross-channel operations and integrated systems increase engagement, reduce cost per acquisition and enhance ROI.



Measure

Our advanced analytics integrations enrich insights, facilitate micro-segmentation and enhance attribution functions. We harness data to form unified customer views. This empowers us to always reach the right audience at the right time.



Optimize

Each year we create, curate and manage content for brands across \$4B of advertising spend. Through continual tactical adjustments and A/B/X testing, we boost the effectiveness of creative assets and maximize conversion rates. We leverage lessons learned to optimize future campaigns.

Our Marketing Operations enablers

Proven talent

Our team of over 4,500 marketing professionals have deep domain experience across all digital channels. We deliver over 500,000 client campaigns per year from 100 global delivery centers, with support for 30 languages.

Proprietary assets

Our portfolio of tools and unique IP has helped us serve over 20M ad assets to date, with an ad acceptance rate above 98%. We harness AI/ML technology to improve decision-making and our proven accelerators enhance delivery.

Best-in-class partnerships

Through unrivaled relationships with leading technology vendors, we gain early access to platform releases and specialist feature training. We build adaptable, high-performance technology stacks, supercharged by native platform capabilities.

Why Cognizant?

We are market leaders with over 12 years of experience improving marketing operations for the world's leading brands and tech companies.

Our approach is proven to increase brand loyalty, raise customer retention and reduce acquisition costs. Through experience-focused end-to-end execution we have delivered over \$1B in incremental sales for a Fortune 500 beverage company.

With deep platform knowledge and enterprise-level operations expertise we're uniquely positioned to drive marketing growth on a global scale.



To learn more, visit cognizant.com/cognizant-digital-operations/industry-platform-solutions/customer-experience-technologies/marketing-operations-solutions

About Cognizant

Cognizant (Nasdaq-100: CTSH) 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 185 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 or follow us @Cognizant.



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