



Cognizant performance marketing

Cognizant's Performance Marketing offering empowers consumer brands to stay agile and anticipate changes in consumer behavior, delivering relevant content at the right time. Our comprehensive solutions range from advisory and marketing strategy to automated, AI-driven content production, ensuring faster speed to market and enhanced customer experience.

By addressing common challenges such as siloed decision-making, uneven tech knowledge, data quality issues, and limited scaling strategies, we help brands achieve a complete understanding of their end consumers. Our approach bridges gaps in multichannel digital marketing, platform capabilities, and strategic partnerships, driving brand growth and differentiation. Our offering is comprised of three sub-offerings:

Data and analytics | Automation | Generative AI

MarTech value realization

The foundation of our offering lies in MarTech value realization. Our framework, technology-led solutions, and comprehensive services suite help CPG brands accelerate the modernization of their tech stack, develop and launch connected marketing strategies, and deliver personalization at scale.

- MarTech blueprint
- Marketing automation
- Customer segmentation
- Personalization and targeted marketing
- Channel optimization

Digital factory

Our Digital Factory focuses on helping organizations automate, optimize, and scale their marketing operations, particularly in digital content.

- Content modernization with generative AI
- Content production, publishing, distribution, and compliance
- Dynamic content optimization
- Multi-channel campaign execution
- Social media and email marketing

D2C acceleration

D2C acceleration enables CPG brands to gain direct consumer feedback and build stronger, data-informed connections with their audiences.

- Platform readiness
- Personalization and customization
- Customer experience (CX) and loyalty
- Consumer analytics
- Voice of consumer
- Meet Our Offering Partners

Meet our partners

Cognizant uses pre-built accelerators and frameworks for speed and scale. As top partners with Salesforce and Adobe, we ensure seamless integration for better customer engagement and MarTech value.

Cognizant Moment combines global creativity and deep tech expertise to deliver hyper-personalized experiences, connecting strategy, design, data, and technology to drive brand growth and differentiation.



The proof is in our numbers

Up to **180%**
increase in digital
revenue

40%
increase in
conversion rate

27%
decrease in cart
abandonment

Up to **65%**
increase in
campaign efficiency



Cognizant (Nasdaq-100: CTSH) 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 or @Cognizant.

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