



Cognizant® Managed Marketing Campaigns

Cognizant, in strategic partnership with Salesforce, is revolutionizing digital marketing for businesses across industries. This solution addresses the challenges organizations face in adopting enterprise-grade marketing platforms by providing a cost-effective, fully managed service for marketing operations powered by Salesforce Marketing Cloud.

Challenges addressed

- High CapEx/OpEx for enterprise tools
- Skill gaps in managing marketing automation
- Fragmented platforms and generic campaigns
- Limited access to personalization and data-driven insights

Solution overview

Cognizant manages and operates Salesforce licenses on behalf of clients, eliminating the complexities of licensing and ongoing operations. The solution provides ready-to-use marketing templates, AI-driven personalization, and real-time optimization to enable smarter, outcome-focused campaigns. It empowers lean teams by reducing infrastructure overhead and simplifying execution.

Powered by Salesforce—the world's leading CRM platform—**Cognizant® Managed Marketing Campaigns** transforms manual, time-consuming mass-marketing activities into a fully automated, streamlined, and personalized customer experience.



Key features

Always-on, intelligent marketing engine:

Scales to AI-powered, personalized multichannel experiences

Outcome-based commercial models:

Aligns with client goals and budgets with consumption-based pricing and flexible add-ons tailored to business needs

Ready-to-use marketing templates

for faster go-to-market

Lower infrastructure overhead

and Simplified execution for lean teams

Direct marketing:

Email and SMS marketing

Differentiated framework:

Pre-built components based on industry best practices

AI capabilities

Engagement scoring:

Predicts likelihood of customer interaction

Send time optimization:

Determines optimal message timing

Engagement Frequency Management

Prevents over-messaging and reduces fatigue

Messaging & copy insights:

Detects anomalies in campaign performance and helps craft content that drives stronger email engagement

Email & web recommendations:

Suggests next-best content based on customer behavior

Why Cognizant

- **We are among the top five global system integrators (GSIs) in the world**
- **Differentiated managed services tailored for enterprises**
- **Deep Salesforce experience with end-to-end marketing services and Data Cloud implementation across all industries globally**

Elevate your digital marketing—now!

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Visit **www.cognizant.com** to find out more



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