

Marketing Operations

Enabling marketers to do more with less

It's a completely unpredictable marketplace out there now. Marketing organizations must navigate meeting revised sales expectations with drastically lower budgets.

Marketing leaders in every industry must rapidly rethink how consumers experience their brands across existing and new channels and operate within compressed timelines. Your challenge — and your opportunity — is to identify cost-effective approaches that deliver relevant experiences with speed, scale and repeatability.

Do more with less

Cognizant partners with businesses to significantly drive down costs, improve agility and automate repeatable functions—all on a global scale.

We help clients solidify, and expand market share with meaningful customer engagement, optimized campaign management, and targeted content. We marry intimacy with industrialization, achieving personalization at scale, using interaction data across digital and physical channels to identify, engage, and activate consumers.

What we do

We help marketing organizations align spend to initiatives that drive measurable ROI. Our Marketing Operations offering helps organizations to do MORE with LESS across all marketing

functions. Cognizant can provide immediate impact in these three specific areas within your marketing organization:

- **Drive ROI and create agility across your global campaign operations:** Optimize channels to better integrate full funnel campaigns across events, social media, email and in-person interactions—all aligned to your business goals.
- **Reduce content production costs:** We bring dynamic content creation expertise in video, digital, social and web. Our consistent, re-usable design patterns, templates and components use an efficient and automated research-led and factory-based execution model that ensures a faster time-to-market.
- **Clean your martech house:** We help you identify opportunities to reduce licensing costs, improve functionality and increase adoption across the marketing and advertising stack, without additional capital expenditure.

The new reality of marketing

Marketing organizations that adapt quickly to the more virtual, digital and cost-sensitive world will engage more customers today, and be better prepared tomorrow to rebound for growth. With more data-based insights, you can operate at a higher plane of scale and velocity across channels.

65% of marketers expect moderate to significant budget cuts

Gartner Poll: 65% of Marketers Brace for Budget Cuts Due to COVID-19
Gartner, 10 March, 2020¹

New world reality for marketers	Transformational marketing goals
Content is a significant part of current spend and an ever increasing budget item. However production and distribution are often not core competencies.	<ul style="list-style-type: none"> Reduce costs by 20-40% Improve cycle time by 30-50%
Campaign volumes are growing as organizations connect with new audiences across channels that are more diffuse.	<ul style="list-style-type: none"> Increase marketing ROI by 10-20% Reduce operating costs and time to launch by 20-30%
Marketing technology is in various states of use and adoption, and could be more effective.	<ul style="list-style-type: none"> Reduce tech spend to 25-30% of operating budget Increase functionality use beyond industry average of around 60%
Marketers need to leverage the right data-driven attribution models to understand and influence the customer journey across multiple channels.	<ul style="list-style-type: none"> Increase reach to 10-20% through targeted remarketing Improve attribution and insights
Marketing spend will need to be more accountable to corporate KPIs.	<ul style="list-style-type: none"> Align marketing spend to defined KPIs Enhance ROI by 10-20% through spend and channel optimization

Case Study: Global Technology Company

Cognizant created a global operational footprint to help one of the largest tech companies navigate the complex and fast-evolving environment of digital advertising. The existing network managed 2M advertisers and \$4B in advertising spend. By creating a global growth platform for the enterprise and SMB customers, the company can now monitor and optimize brand safety, performance and audiences. Cognizant scaled the platform using Artificial Intelligence and Machine Learning, and enabled on-demand reporting for campaign metrics in an always-on environment.

Results

- Optimized ROI across campaigns
- Impacting Sales-Generated Incremental revenue
- Media ROI delivered > 95% CSAT
- Brand safety delivered 10M ad components at >99.5% accuracy

Getting started

Cognizant begins with a diagnostic engagement that includes a two-week assessment across all marketing dimensions identified - including audiences, content, channels/campaigns, performance/insight and marketing technology. This discovery forms the basis of a report that informs a discussion on observations, gaps and areas for possible savings.

Why Cognizant

Cognizant can deliver high returns on marketing spend through scale and operational efficiency. We are a global market leader with 26 years of experience providing IT and data services for the Fortune 1,000 and other companies. Our 13,000+ digital marketing associates around the world deliver marketing content services at a high level of quality, speed and flexibility to reduce costs.

To learn more, visit

www.cognizant.com/digital-marketing-operations

Endnotes:

¹ - <https://blogs.gartner.com/anna-maria-virzi/2020/03/20/gartner-poll-65-marketers-brace-budget-cuts-due-covid-19/>

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 194 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](https://twitter.com/Cognizant).

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