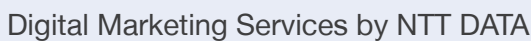




# Capitalize on Customer Engagement

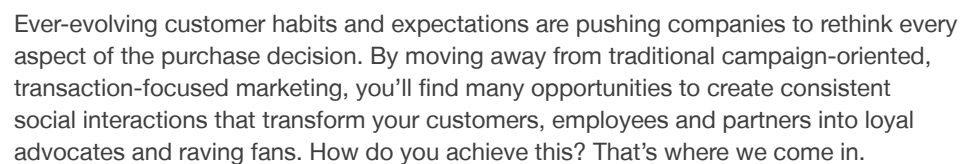


Digital Marketing Services by NTT DATA



## Benefits:

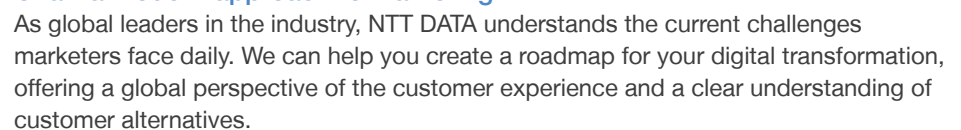
- Build a comprehensive digital marketing approach and obtain executive sponsorship
- Create differentiated personalized experiences
- Optimize customer engagement and loyalty through marketing automation framework to track return on investment (ROI)
- Share unique best practices and nuances from a practitioner perspective
- Enable faster time to market



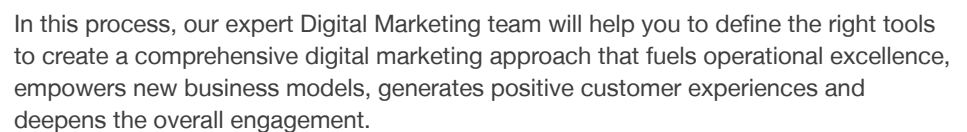
Ever-evolving customer habits and expectations are pushing companies to rethink every aspect of the purchase decision. By moving away from traditional campaign-oriented, transaction-focused marketing, you'll find many opportunities to create consistent social interactions that transform your customers, employees and partners into loyal advocates and raving fans. How do you achieve this? That's where we come in.



## Chart a modern approach to marketing



As global leaders in the industry, NTT DATA understands the current challenges marketers face daily. We can help you create a roadmap for your digital transformation, offering a global perspective of the customer experience and a clear understanding of customer alternatives.



In this process, our expert Digital Marketing team will help you to define the right tools to create a comprehensive digital marketing approach that fuels operational excellence, empowers new business models, generates positive customer experiences and deepens the overall engagement.



## Digital Marketing Services by NTT DATA include:

- Digital marketing (channel, content and analytics)
- Search engine optimization and web analytics
- Campaign management platform design and implementation
- Multichannel communications
- Enterprise content management (ECM) and collaboration
- Social listening and intelligence
- Digital marketing maturity assessment

## End-to-end solutions for any stage in the digital marketing journey

Our practice uses a robust consulting methodology to assess your organization’s experience marketing maturity and applies that data to create your unique roadmap, design new customer channels and enable new revenue models.

With our proven suite of integrated marketing offerings, including custom solutions for industry-leading ECM applications and services, you’ll see increased brand recognition, increased in-bound traffic, higher conversation rates, superior lead generation, improved SEO ranking and improved customer insights.

Offering	Key features
Digital experience marketing	<ul style="list-style-type: none"> <li>• Current maturity assessment</li> <li>• Digital channel strategy definition, key process indicator models and business case</li> <li>• Tactics and tools:                             <ul style="list-style-type: none"> <li>o Integrated analytics: Better understand your customers and their behavior through advanced, integrated analytics that effectively capture, comprehend and predict user behavior to drive growth through all channels</li> <li>o High-value segmentation: Select and implement tools to develop actionable customer segmentation using multi-channel analytics to deliver maximum customer value</li> </ul> </li> </ul>
Advanced personalization	<p>The future of digital transformation is personalization. This means customers shouldn’t have to search for relevant content — it should find them. To achieve this, we help you define your personalization strategy using the latest tools and processes, including machine learning (using statistical techniques to give computer systems the ability to “learn” with data and artificial intelligence).</p> <p>We accomplish personalization through:</p> <ul style="list-style-type: none"> <li>• Identification: Classifying first or repeat online visitors in real time as they arrive to your website or mobile app.</li> <li>• Segmentation: Creating targetable segments by identifying online DNA traits (based on unique characteristics and preferences).</li> <li>• Targeting: Channeling relevant and personalized content to audience segments.</li> <li>• Insights and analytics: Collecting and analyzing real-time online customer behavioral data to drive experience and enhance segmentation.</li> <li>• Optimization: Adjusting the targeting based on insights and experimentation (A/B testing).</li> <li>• Reconciliation/reports: Reporting on digital personalization (DP) sales versus non-DP sales to validate ROI.</li> </ul>
Targeted marketing automation	<p>A primary “power tool” in any successful digital marketing toolkit is the effective design and delivery of marketing automation or email marketing programs that consistently deliver ROI. NTT DATA partners with you to establish targeted marketing automation programs that help:</p> <ul style="list-style-type: none"> <li>• Define audiences, segments and platforms to fuel engagement and deliver your brand promise</li> <li>• Establish a framework customized to your marketing automation platform to track ROI and share practitioner best practices</li> <li>• Integrate powerful, custom-tuned analytics models and tools to provide the visibility you need to adjust and improve</li> <li>• Design and orchestrate campaigns that deliver clear value and create demand</li> </ul>
Digital ECM, powered by Adobe	<p>NTT DATA believes in the power of Adobe; the Adobe® Experience Manager solution delivers comprehensive web content management, digital asset management, mobile apps, social communities and forms automation through a proven platform serving many of the world’s top brands. Our expert team of the industry’s best and brightest Experience Manager developers, designers and content strategists have a deep understanding of the Experience Manager platform and what’s necessary get the most out of your implementation — on budget and on schedule.</p>

## Accelerate your digital journey with NTT DATA

At NTT DATA, we believe delivering engaging, individualized experiences that merge the physical and digital is central to building customer advocacy and a competitive advantage. We understand that enabling amazing experiences takes continuous innovation and insights. Our focus is to help you fully engage your customers, partners and employees through intelligent insights, processes and technology for profitable business growth.

Visit [nttdataservices.com](http://nttdataservices.com) to learn more.

NTT DATA Services partners with clients to navigate and simplify the modern complexities of business and technology, delivering the insights, solutions and outcomes that matter most. As a division of NTT DATA Corporation, a top 10 global IT services and consulting provider, we wrap deep industry expertise around a comprehensive portfolio of infrastructure, applications and business process services.