

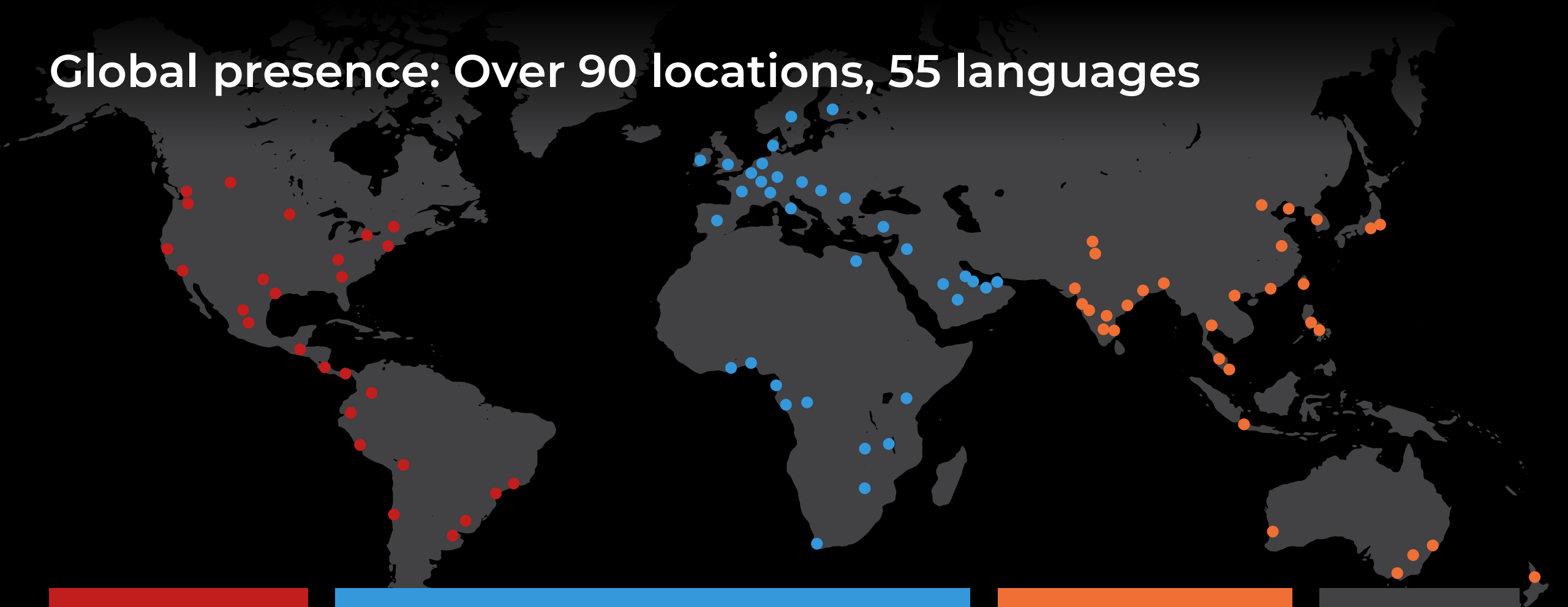


Tech
Mahindra

Tech Mahindra

Creating memorable digital experiences everyday

Global presence: Over 90 locations, 55 languages



Americas

U.S., Canada, Peru, Mexico, Panama, Guatemala, Chile, Costa Rica, Bolivia, Brazil, Argentina, Ecuador, Uruguay.

EMEA

Europe: UK, France, Italy, Spain, Ireland, Sweden, Finland, Denmark, Holland, Belgium, Czechia, Hungary, Germany, Luxembourg, Turkey, Romania, Switzerland. **Middle East:** Saudi Arabia, Bahrain, UAE, Qatar, Jordan. **Africa:** Morocco, South Africa, Kenya, Tanzania, Nigeria, Uganda, Egypt.

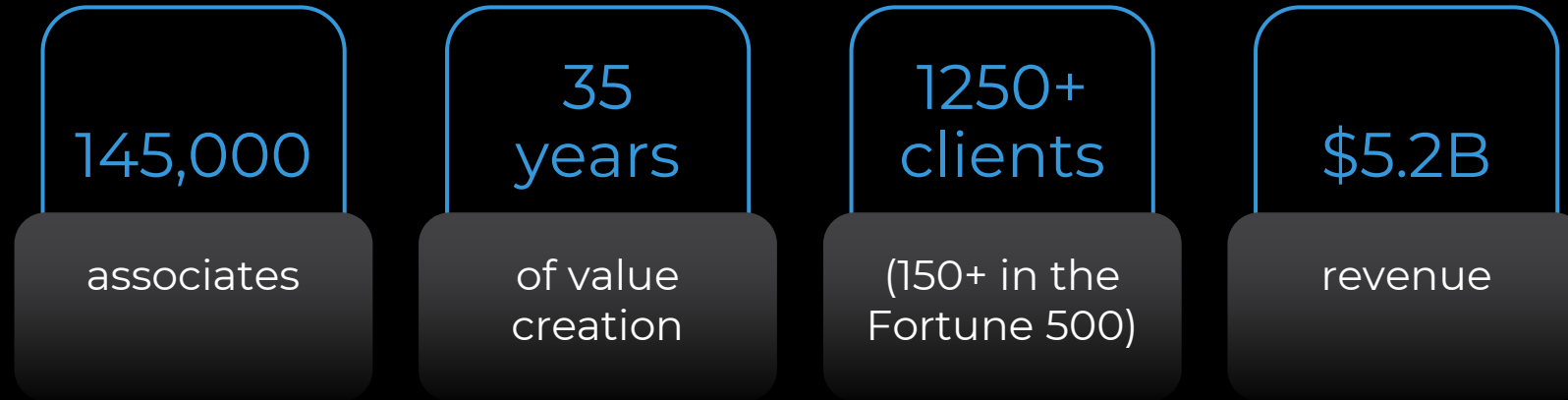
APAC

India, China, Taiwan, Hong Kong, Vietnam, Thailand, Philippines, Malaysia, Singapore, Indonesia, Japan, South Korea.

Localization

Access to **55 languages**, covering all major global languages and markets.

Exponential value

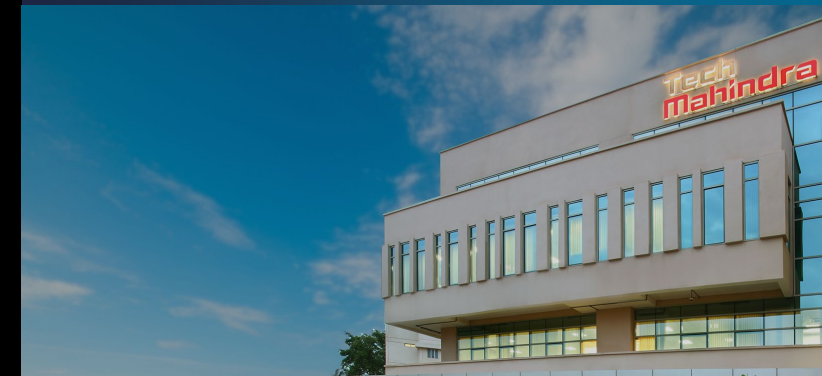


COMMUNITY COMMITMENT



Diversity, equality and inclusion

- DEI is a top-down initiative within TechM, executed by teams on a local level
- Award winner in multiple categories in India, UK and the U.S.
- Partnering with Microsoft Accelerate to hire DEI talent
- Partnering with BAM and CINDES for hiring communities of color in Costa Rica



CAMPAIGN STRATEGY

Insights-driven, integrated campaign strategy
across all marketing channels

Campaign strategy

HOLISTIC, INTEGRATED AND DATA-DRIVEN



Brand experience

A meaningful listening strategy helps improve the brand experience, enhanced with the power of digital analytics.

- Define or review goals
- Target audience selection
- Competitive research and market intelligence

Customer solutions

Customers want to be connected and demand value. Implementation across key channels can be strengthened via personalization.

- Building campaign maps
- Campaign calendar planning

Optimization

Streamlined communication across owned and earned media improves engagement, complementing digital marketing goals.

- Determine the theme
- Selection of promotion tactics

Marketing automation

END-TO-END EMAIL CAMPAIGN MANAGEMENT

Campaign set-up

- Mail server
- Database server (CRM)
- Application server
- IP warming
- Message center
- List management

Launch execution

- Building landing pages
- Coordination with vendors
- Quality assurance
- Setting up tags for analytics



FACTOREAL



IBM Watson



Adobe Target



Adobe Analytics



Campaign Monitor

eloqua

Optimizely



Partnership with leading platform providers: Eloqua, IBM Watson, Adobe (silver partner) and Salesforce (platinum partner)



2000+ certified consultants on Adobe, Salesforce and Marketo



Extensible, cloud-based engagement platform: Factoreal



Expertise in next-gen technologies such as AI/ML

Analytics

CONNECTING TEAMS WITH MEANINGFUL INSIGHTS



Marketing

- Campaign performance
- Cross-sell, upsell
- Churn prediction
- Customer segmentation
- Omnichannel management
- Audience mapping

Listening

- Social listening: forums, blogs, news and reviews
- Monitoring competitors and thought leaders
- Influencer and key shareholder tracking

Reporting

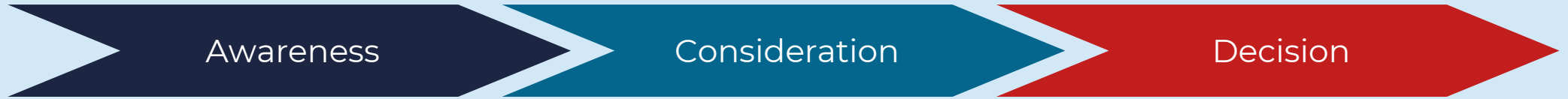
- Descriptive analytics
- NLP-based virtual analyst
- Event participation and impact analysis
- Customized reports and dashboards
- Data visualization
- Performance analysis and recommendations

CONTENT & CREATIVE DESIGN

Personalized journeys to influence decisions

Blending content and creatives with advertisers journeys

JOURNEY



Behavior / Actions	Experiencing and Expressing symptoms of a problem	Has clearly defined and given a name to their problem	Has decided on the solution strategy, method or approach to solve their problem
Problems Faced	Registration, Campaign Building, Execution, Payment Method	Registration details not available, In-house expertise, Payment Options	Decision Making – inhouse or outsource, Budget for Ad Campaigns
Insights / Research	Insights around reason for problem	Customer Insights	Personalized Offers, Discounts
Search Words / Topics	Troubleshoot Issue, Improve, Optimize, Enhance, Resolve, Risks, Increase	Ad Ops Services, Ad Ops Technology, Ad Ops Tool, Ad Operation Services Providers	Benchmarks, Pros and Cons, Testimonials, Comparison
Example Keywords	Improve Lead Generation, Website Traffic, Optimize Conversions	Customer Care Services, Ad Operations Services	Ad Operations, Success Stories
Content / Creative to Address problem	eBooks & Guides, short videos, emailers	Customized Offerings on Customer Care Services and Ad Ops Campaign Services	Case Studies, Success Stories

Thank you

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