



**Digital Marketing Solution Converging 1000
websites to one Digital Platform**

Today's enterprises need speed and agility which would ensure consistent action. Multiplication of infrastructure, multiple vendors, internal bottlenecks only help in highlighting these problems instead of solving them. Demographic heterogeneity and geographical scale make it difficult for large consumer brands to maintain an overall uniformity in their overall business process.

Digital Transformation from the perspective of Greyhound Research

Digital marketing is one of the most highly sought-after services in the field of digital transformation. Despite the amount of attention which digital marketing attracts, respondents have also identified several bottlenecks. Scalability and consistency are among the top.

Why Centralization

A client from a global pharmaceutical background wanted to consolidate their highly fragmented digital marketing ops. With an excess of 1300 plus websites and 100 plus vendors, managing the campaigns centrally was a big challenge. We recognized the challenge and came up with a centralized command and control system to manage their marketing campaigns effectively. This resulted in better customer management and better consistency across the enterprise.

Factory Model

The solutions teams created a centralized operations platform for digital platform and standardize the websites across different brands. The creation of brand sites were made significantly simpler by allowing integration of third party tools in a convenient plug and play fashion.

We collaborated with the client to reduce the number of vendors through a rating system for the vendors. We took technology consolidation across different geographical locations and in perfect alignment with the client's vision or benchmark for customer satisfaction. We brought about Adobe suite of marketing tools and shifted the client's hosting environment to Adobe Cloud to on premise.

Adobe Cloud has its own set of advantages with easy accessibility, scalability and cost effectiveness.



Highlights of the Integrated Digital Marketing Platform

The primary features of the program were distributed asset management, agile, personalized, scalable functionality resulted in

- Reduced marketing time by 20-30%
- Reduction in operational cost by 20-30%
- Greater page views
- Higher click rates
- Optimized ROI over measured period of time
- Savings of \$200 million was over the 10-year period

Super Highlights

- Locate the core challenges existing in the digital marketing objectives – like fragmented resources, applications and legacy content management systems
 - Create a central digital marketing platform which would identify ways to enhance collaboration to reuse resources across the enterprise
 - Accelerate digital asset creation, using a factory-based objective which will enable uniform distribution of digital asset across the enterprise articulately and regularly
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