

DIGITAL ANALYTICS

DRIVING TRANSFORMATION ACROSS THE
CUSTOMER JOURNEY



END-TO-END PARTNER

Flexibility and expertise to
scale up across all
aspects of a digital
analytics program



TURNKEY SOLUTION FOR EXECUTION

Turn your ideas into action
with access to the right
resources at the right time
to manage the execution



CONSULTING WITH EXECUTION FOCUS

Get the most value from
your data with process
and organizational
improvements



INSIGHTS AND KNOWLEDGE MANAGEMENT

Identify actionable
insights and increase your
understanding of your
customers to improve their
experience on your digital
platforms

A data-driven approach to decision making has become a mandatory component of a competitive and effective digital marketing strategy. Whether your primary need is increased new-customer acquisition, improved customer engagement and conversion or the nurturing of existing customers, a comprehensive strategy for leveraging data to improve your marketing and sales success is required.

eClerx Digital supports clients across the entire process of data collection, analysis and optimization. We provide tag management services to ensure you are collecting all of the necessary data to analyze your campaigns and understand your customers' experience. We take full ownership of your ongoing reporting process to get data into the hands of marketers who need it to make decisions. And, we provide end-to-end support for A/B testing and optimization programs to help clients learn how to optimize their customers' experience and maximize financial performance.



DATA QUALITY

Proactively identify data quality issues through tag audits and anomaly detection to ensure accurate and complete data.



REPORTING AND AUTOMATION

eClerx Digital takes full ownership of all ongoing reporting, including automation and managing the distribution of reports to the relevant stakeholders.



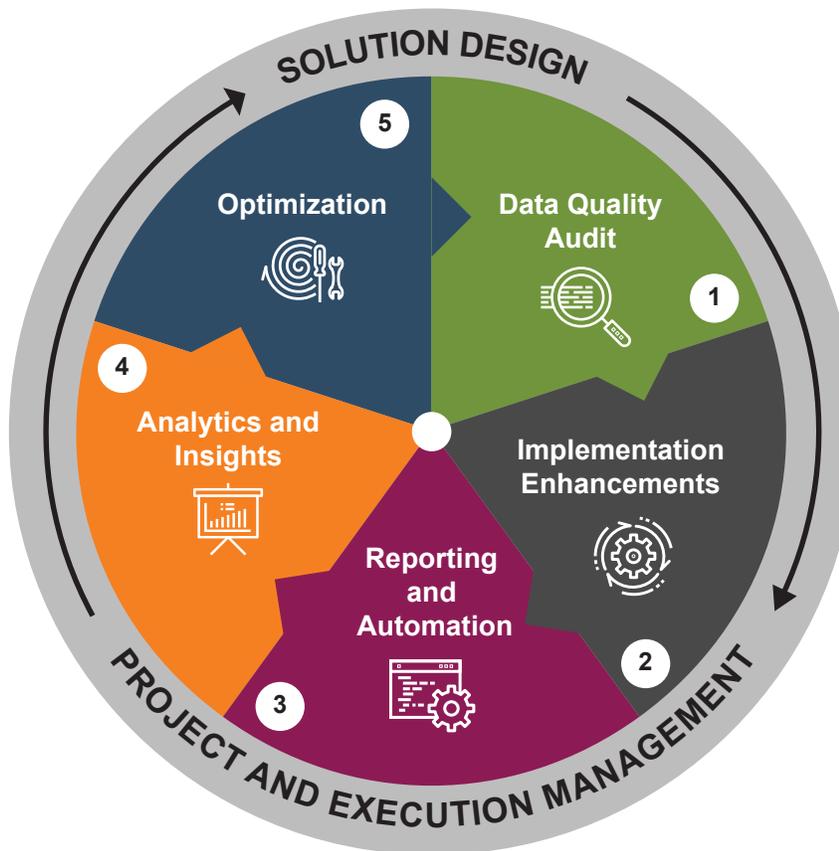
ANALYSIS AND INSIGHTS

Receive expedient responses for ad-hoc data requests, as well as comprehensive analysis of strategic initiatives leading to specific data-backed recommendations.



A/B TESTING AND OPTIMIZATION

End-to-end support for optimization programs, from test idea generation to campaign development, comprehensive post-test analysis and communication of insights.



ABOUT ECLERX

eClerx provides critical business operations services to over fifty global Fortune 500 clients, including some of the world's leading companies across financial services, cable & telecom, retail, fashion, media & entertainment, manufacturing, travel & leisure, software and high-tech. Incorporated in 2000, eClerx is one of India's leading process management and data analytics companies and is today traded on both the Bombay and National Stock Exchanges of India. eClerx employs 9,000 people across its global sites in the US, UK, Italy, Germany, and Singapore, along with its delivery centres in India and Thailand.

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