

## CAMPAIGN OPERATIONS

**INCREASE CAMPAIGN  
THROUGHPUT BY 70% AND  
DECREASE COSTS BY 40%**

DELIVER MEASURABLE RESULTS  
THROUGHOUT THE CUSTOMER JOURNEY



### Focus on the Big Picture

Focus on big picture projects by integrating our skilled team to handle day-to-day operations



### Budget Effective

Save on expensive in-house resources with our domain-driven project managers across your marketing and web operations



### Scalable

Scale your processes with our team to execute numerous campaigns



### Consulting with an Execution Focus

Consult with our experts in campaign operations and marketing automation who go beyond just making recommendations

## ABOUT US

Modern marketers and campaign leaders operate within a fast-paced environment with multiple objectives, from extensive personalization efforts to utilizing varied marketing technology platforms, as well as high volumes of campaigns to execute. All of this coupled with limited in-house resources means that more time is spent on execution activities rather than strategic thinking and decision making.

eClerxDigital is an end-to-end partner in optimizing the customer journey from assessment, strategy, design, and deployment of campaign execution to reporting and analytics. Including sales support such as lead data management and platform migration, upgrades, and the integration of your CRM. Achieve higher returns on your martech and talent when applying eClerxDigital's vast experience and best practices.

## WHAT WE DO

- ✓ **Consulting:** Optimizing campaign performance is a multi-stage and complex process. We work with clients, recommending how they can best implement strategies such as achieve high deliverability rates, optimize lead conversion, and create well-defined personas.
- ✓ **Marketing Automation:** Following the consultation phase, we assist and implement the execution of the automation strategy at a tactical level.
- ✓ **Campaign Execution:** We support and supplement campaign operation teams with domain experts to manage end-to-end campaign execution (assessment, strategy, design, deployment).
- ✓ **Analytics including ROI:** Complete campaign performance reporting including deliverability, open rates, click rates, link performance, and conversions as well as channel attribution, ROI reporting, and segmentation models. We measure marketing performance and deliver full campaign analysis so you know which campaigns work best.

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### ✓ Campaign Execution

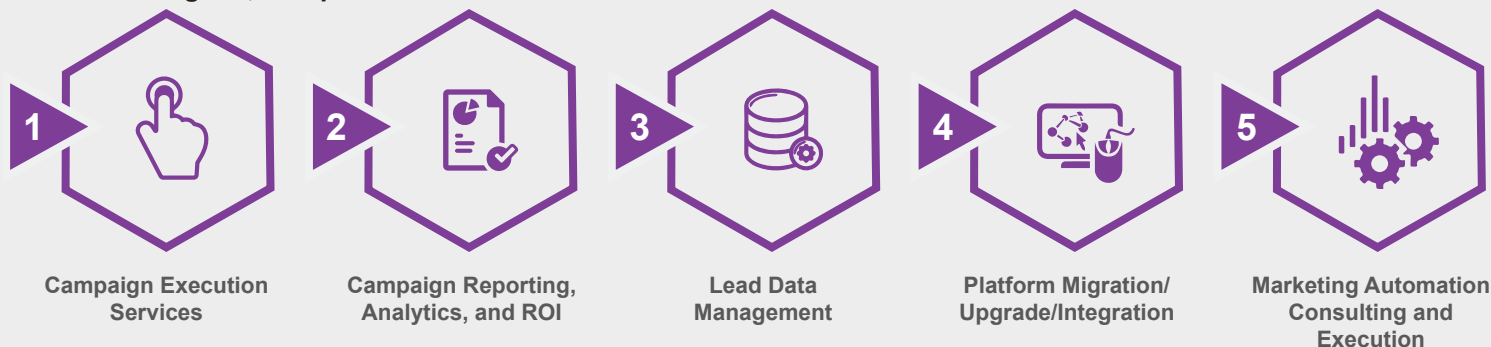
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## HOW WE DO IT

We don't integrate, we optimize



### ABOUT ECLERX DIGITAL

eClerx Digital is the trusted partner of choice to the world's largest global brands for creative production, eCommerce / web operations, and analytics and insights services. Our rich history of data management and process optimization combined with our industry-leading analytics and marketing operations expertise improves profitability for our clients' digital businesses.

### CONTACT

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### CONNECT

