

DIGITAL ANALYTICS

DRIVING TRANSFORMATION ACROSS THE
CUSTOMER JOURNEY



END-TO-END PARTNER

Flexibility and expertise to scale up as well as 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.

Learn how to leverage your digital analytics for an improved customer journey, visit eclerxdigital.com



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.



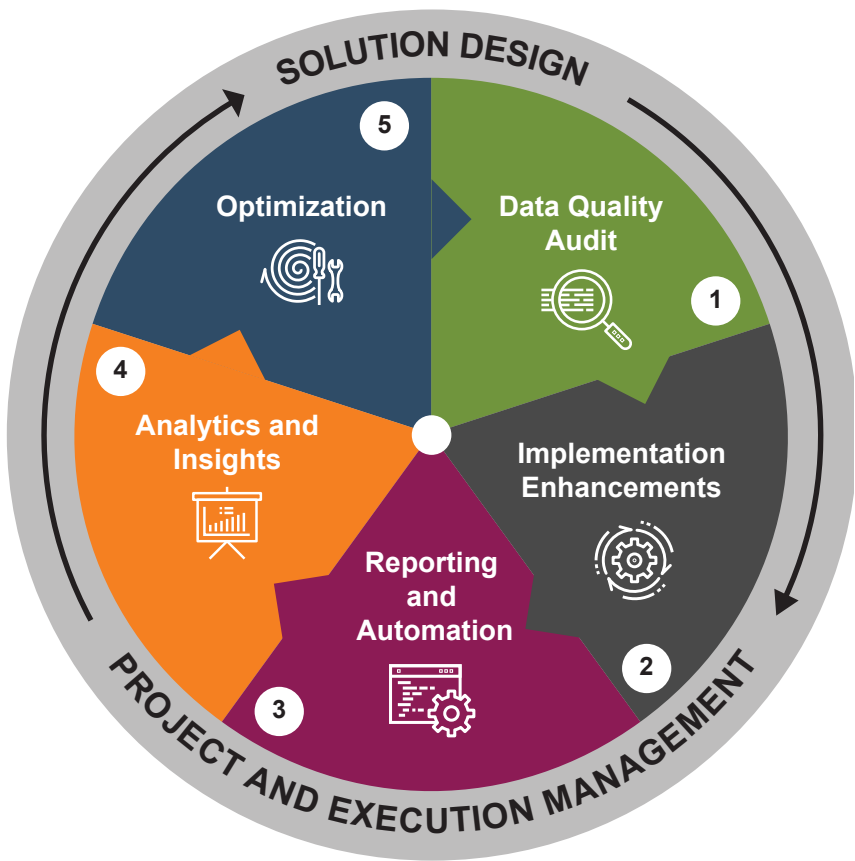
ANALYSIS AND INSIGHTS

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, to comprehensive post-test analysis and communication of insights.



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.

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CONNECT
 