



zensar

Digital Marketing Services

Unlock Digital Prowess to Enhance Experiences & Outcomes

Striking relevance & building digital relationships
to truly connect with CX

Today's digital era offers an unprecedented opportunity to reinvent your
Digital Marketing Strategy. Are you up for it?

An  **RPG** Company

Services



Strategy

Commit to a niche. Reinvent your Marketing Strategy and position yourself for the highest level of success



Platform Implementation

Build a connected ecosystem. Get digitally smart, choose the best-fit product, set-up a well-integrated tech stack



Brand Activation

Your Culture is Your Brand. Voice out your values, excite them and turn customers into loyal fans and brand evangelists



Campaign Orchestration

Market to whom it matters most. Engage better through well designed nurtures, reach decision makers, influence funnel velocity



Data & Analytics

Translate data to Insights. Get single view of customers, make data-driven decisions and deliver personalized experiences



Predictive AI

Intelligent Marketing. Power your marketing functions with AI and ML, predict the next best experience

Facets of Customer Experience Management

The only 'Constant' in the digital world is 'Change' and that too is occurring at a rapid pace.

The relationship between customer experience & marketing is celebrated when Brand Promises are delivered. One cannot deny that we are in a 'Digital Disruption' phase with evolving business models. The ever-demanding customer needs are pushing brands to be more innovative and re-invent their marketing strategies.

In such a scenario it is crucial to appreciate the fundamental facets of customer experience, sharpen them and propel forward. This whitepaper will help you identify these building blocks.

[Read here](#)

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We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 130 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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