

**New Normal
Unprecedented
Now More Than Ever**



NEW OPPORTUNITY
Never let a crisis go waste

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India – Next Tech Frontier

Services

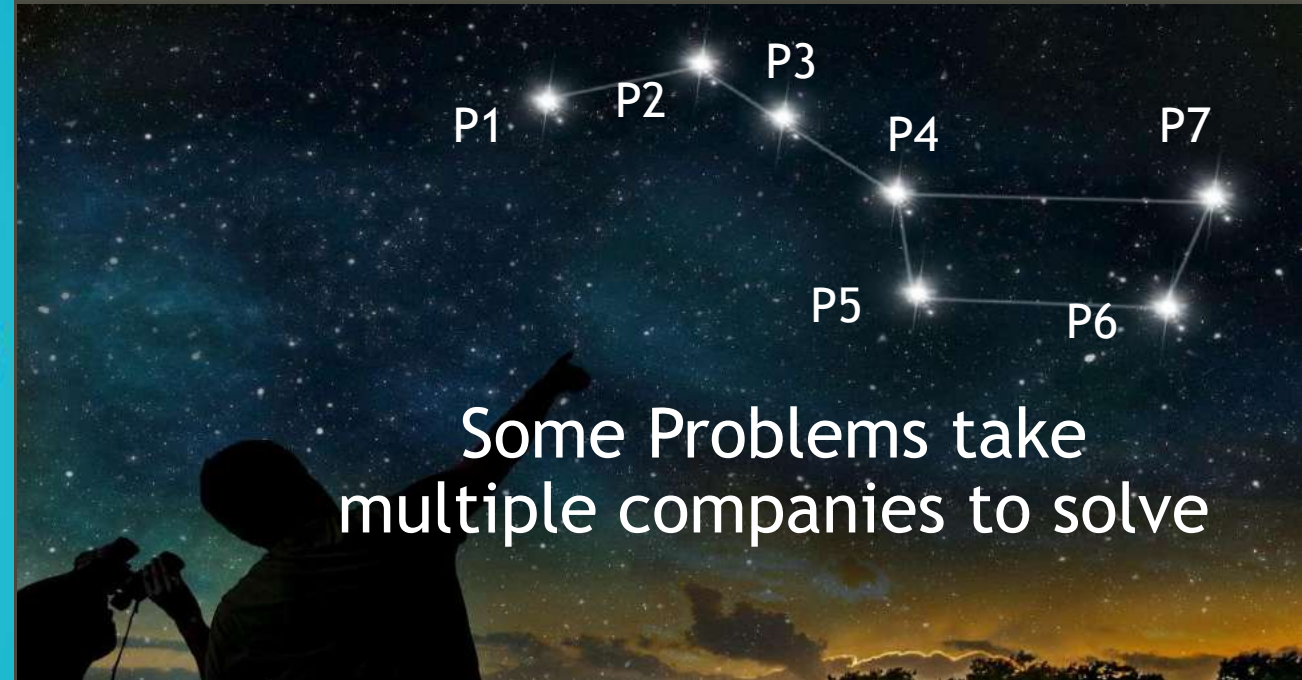


Cloud

- **Infosys**
 - Employee Strength: ~2.4 Lacs
 - Market Cap: ~USD 52 Bn
- **Microsoft**
 - Employee Strength: ~1.5 Lacs
 - Market Cap: ~USD 1600 Bn

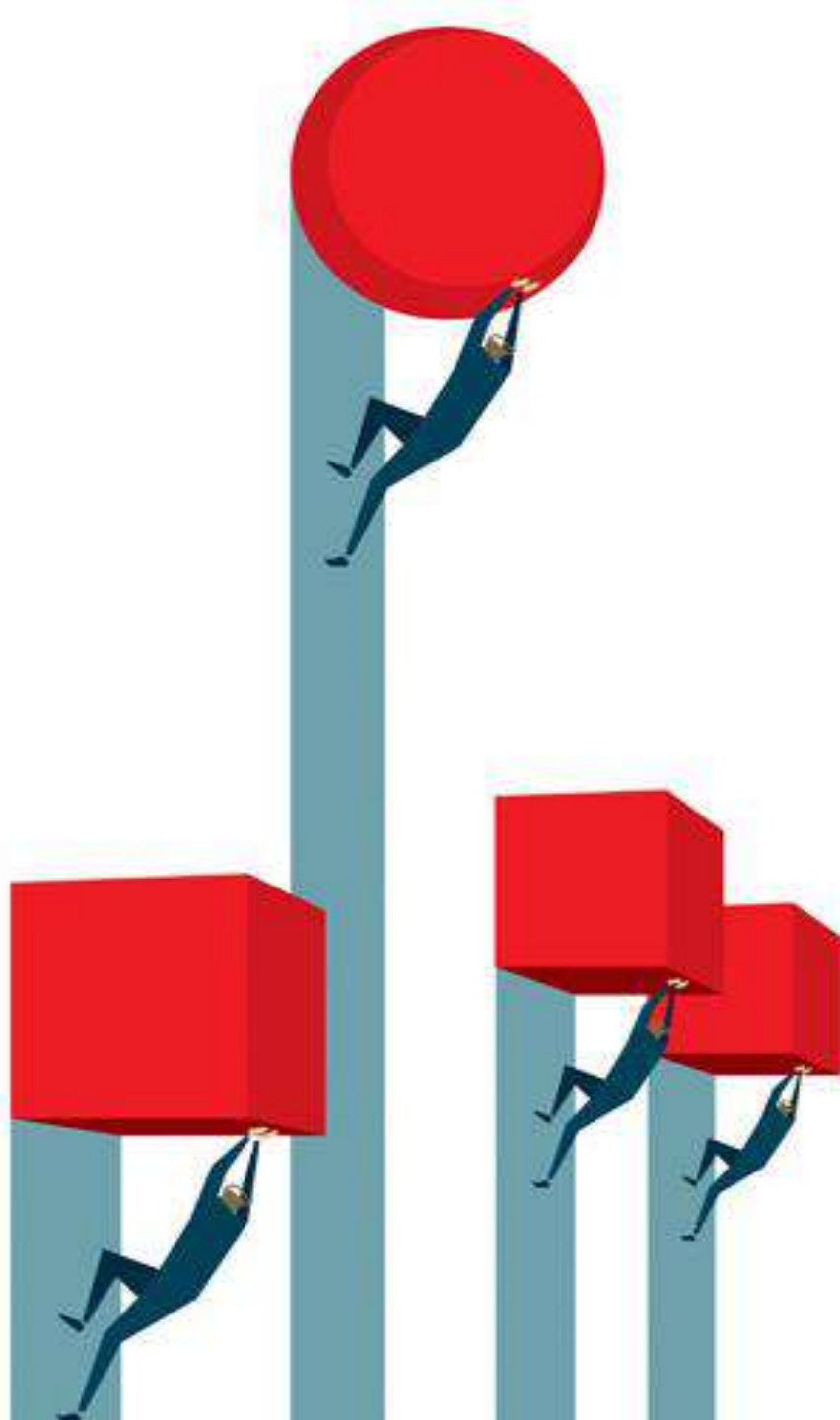


Create Unicorns from India



Some Problems take
multiple companies to solve

The pure-play India SaaS industry currently at \$2.5Bn revenues, has the potential to grow to \$13-15 Billion by 2025, **clocking a 6X growth**



Cloud is providing large agency network a huge competitive advantage

- Develop proprietary tech
- Data-led performance tools
- Engagement driven experience
- Integrated Solutions/Services
- Create, deploy & analyze data

DAN operates on cloud across 145 countries

Dentsu Marketing Cloud is live in 35 countries



Leverage Cloud Capability Make the Elephant Move!!

- Create Internal Disruptions
- Acquire Technology Companies
- Get New Tech/Digi Leaders
- Add New Tech Services Arm

Your network planner-buyer might be whip-smart, but can she write an SQL statement, hack a 24-hour media test and attend the 9 a.m. scrum meeting with yesterday's findings to re-write today's priorities on the fly, without a care for an SoW?.....Adage.com



Create New Marketing Playbook.... Provide New Customer Experience

- Strategy with real-time insights to meet objectives
- Content driven by analytics in an iterative process
- Activities linked to 360-degree customer journeys
- Personalised experience across the touchpoints
- Product & Pricing timely innovations for relevancy
- Decisions being layered with customer sentiment
- Measurement, Measurement & Measurement

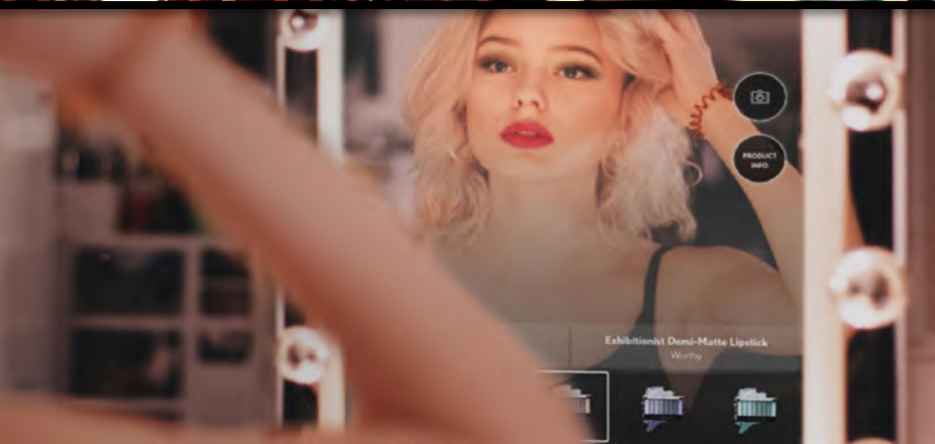


Activate Data & Drive Consumer Journeys & Experiences

- ❑ **Develop customers #RealTime #RichView data**
 - Map third-party data to customer segments
 - Enhance experience (known & anonymous)
 - Leads to increase in engagement & conversion
- ❑ **Craft #AptMessages #AptOffers @Speed**
 - Develop new ideas & designs hypotheses
 - Devise experiments, and creates offers
 - Derive insights from tests and than scale
- ❑ **Deliver similar experiences, across touchpoints**
 - Develop a library of the APIs
 - Integrate with “Martech Stack”
 - Develop consumer feedback loop
 - Analyse & seize opportunities

ZARA

@Zara HO executives monitor each store’s ambient temperature, energy consumption, - BIG DATA. The company even knows the average weight of residents in each store’s neighborhood, the data they use to determine what sizes of garment to ship in the stores.



Create “Customised Experiences” across moments of buying

Makeup brand Covergirl’s Times Square store in NY is enabled by Google’s conversational Dialogflow platform

- Integration of AI-powered hologram - ‘Olivia’
- ‘Olivia’ greets the customers at the store
- Answers the questions & direct the shoppers

- Augmented-reality glam stations are developed
- Customers “virtually try” products at the stations
- It alters customer’s image as if product id applied

ZARA

Zara to invest \$1.7 Bn to upgrade its stores & integrate with online platform to create relevant experiences...

*businessinsider.in
(June 2020)*

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Globally ~7000 Martech Solutions Develop Evaluation Model.....

❑ STAGE1: INTERNAL ANALYSIS

- Appoint Martech Leader
- Identify Business Goals
- Map Organisation Process
- Conduct Need Gap Analysis
- Identify the Data Sources

❑ STAGE2: DEVELOP FUNDAMENTALS

- Design Business Specific Model
- Best Practice - Simple & Plug/Play
- Technology Integration Feasibility
- Alignment of Internal Stakeholders

❑ STAGE3: EXTERNAL EVALUATIONS

- Parameters Eval (basis above stages)
- Identify & Meet Multiple Sol Providers
- Take External Opinions & Suggestions

❑ STAGE4: MARTECH DEVELOPMENT

- Development by Sol Provider
- Robust Testing – Diff Stages
- Think - Alternate Plan (Backup)
- Train Internal Martech Teams

❑ STAGE5: MARTECH INTEGRATION

- Phased Manner Deployment
- Institute Governance Policies
- Train & Mentor Martech Teams
- Develop KRA & flexible KPIs

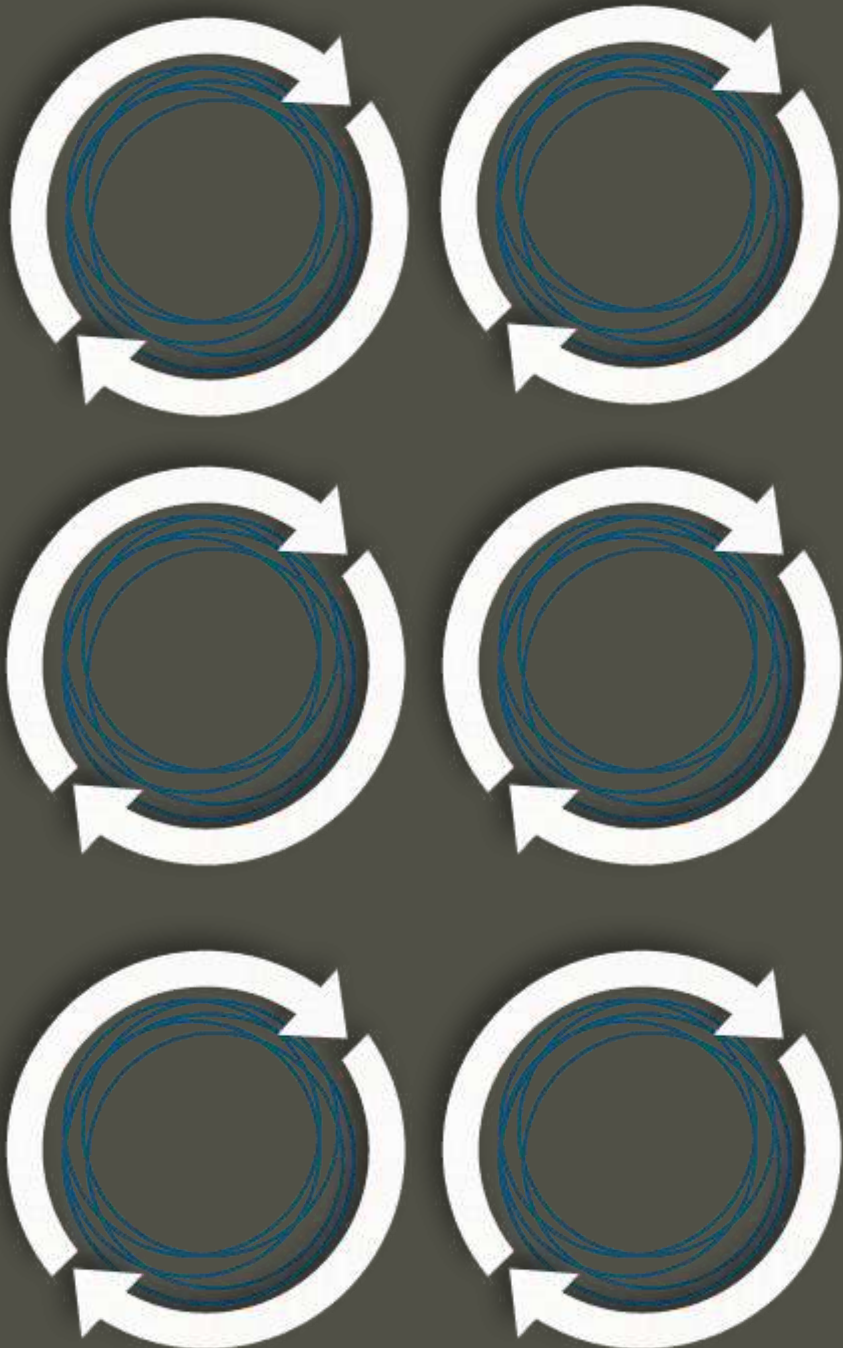
❑ STAGE6: MARTECH MANAGEMENT

- Evaluate on Regular Basis
- Reinvent on Regular Basis

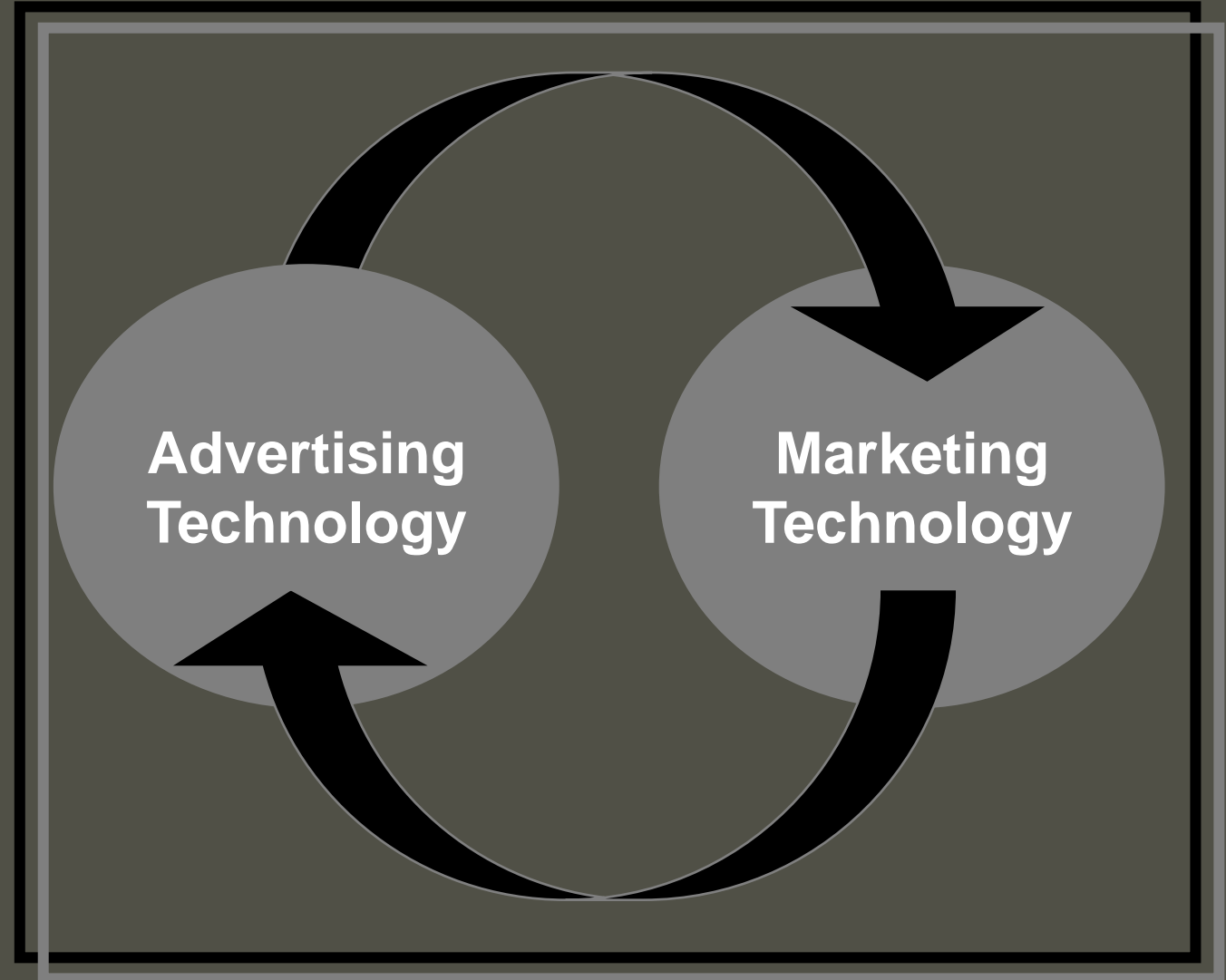


Successful Martech - Align Business & Martech Goals

- Business Goals
 - Revenue Growth
 - Profit Level Growth
- Technology Goals
 - Martech Channels ROI
 - Martech Budgets ROI
- Customer Goals
 - Customer Satisfaction
 - Customer Feedback
- Few Other Goals
 - Martech Adoption Rate
 - Internal Productivity Rate



Holy Grail Creating a FLYWHEEL



#Stay Safe
#Stay Happy

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