

VIDERITY

Strategy | Consulting | Digital | Technology | Operations



Viderity Marketing

Driving Superior Marketing Performance
Through Relevance at Scale

THE EVOLUTION OF THE CMO AGENDA

For years, CMOs were measured on and cared primarily about the brand....



- Awareness
- Affinity
- Equity

Over time, consumerism drove the importance of the consumer and their needs to CMOs and their organizations.



- Satisfaction
- Engagement
- Relevance

Most recently, analytics has enabled and now requires CMOs to measure their performance and increase their impact across nine key areas, from awareness through to marketing effectiveness.



- Sales
- Conversion
- Marketing Effectiveness

HOW HAS THE DIGITAL WORLD IMPACTED THE CMO'S AGENDA?



CMOs maximize performance by integrating the brand, consumer and business goals, at speed, enabled by the right combination of data and analytics, process and operating model, technology and talent.

Enabled by...

Data & Analytics

Process & Operating Model

Technology

Talent

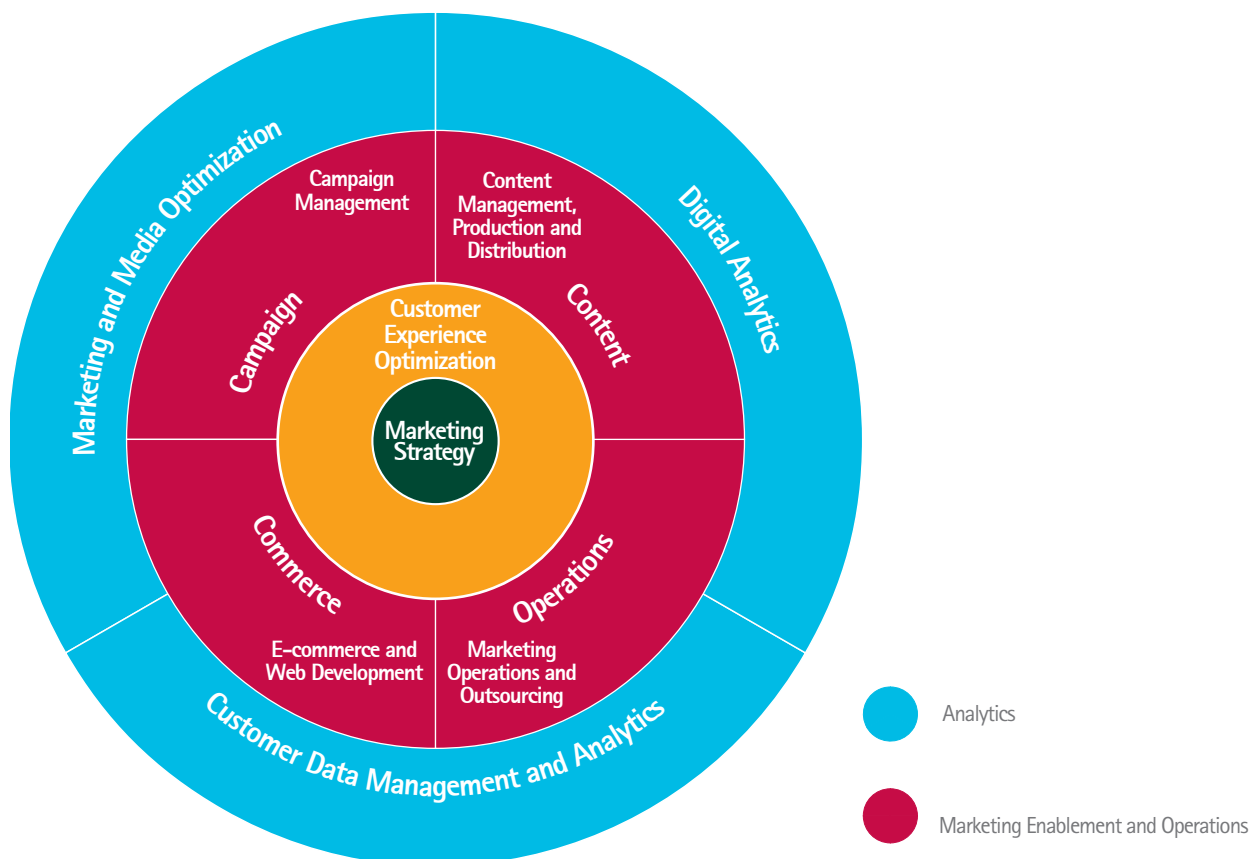
DRIVING MARKETING PERFORMANCE

MISSION

We aim to help CMOs drive superior marketing performance through relevance at scale.

We believe success lies within:

- A unified marketing strategy
- A singular 360° view of the consumer with a consistent consumer experience
- A supporting organization, with the right systems and processes to enable relevant experiences that infer consumer context and intent, dynamically rendering a relevant experience in 500 milliseconds, cumulative across channels
- Continual evaluation and renewal through analytics and innovation



OVERVIEW



Viderity Interactive launched in September 2009 to provide solutions that integrate consulting, technology and analytics **to enhance marketing performance.**

The group has grown exponentially over the years, drawing talent from the likes of Yahoo, Digitas, Sapient, WPP, Interpublic—and experienced brand managers from Kellogg, Nestle and other large consumer brands.

We have **talent in both mature and emerging markets in the world.** Viderity Interactive's history began in, with the advent of the Viderity Marketing Sciences practice. That group, which focused primarily on marketing analytics and marketing transformation, grew over the years an increasing number of digital projects. Today Viderity Interactive is uniquely poised at the intersection of marketing, data and technology.

Case Study

Procter & Gamble Co. (P&G) has one of the world's strongest portfolios of consumer products. P&G charged Viderity to manage its interactive marketing production, whereby Viderity launches and manages several digital marketing campaigns and activities for P&G's brands around the world.

The interactive production management service has been well received by P&G's brand teams and has consistently exceeded service level agreement requirements. Over the three-year contract period, P&G expects to significantly reduce costs associated with interactive production management. Equally important, the solution is allowing P&G to establish a high-quality, globally consistent digital marketing capability that can grow and adapt to support additional brand teams over time, transforming the way business is done.



WHAT WE DO

- Provide companies with a better understanding of who their customers are and how to connect with them as efficiently and effectively as possible across multiple markets and channels.
- Help clients increase marketing ROI in a complex world of digital and open data:
 - We build, deploy, maintain and increase the effectiveness of online channels including websites, social media, paid search and digital advertising.
 - We collect data from multiple, complex sources, then apply sophisticated analytical tools, customized to provide insights into customer behavior that will guide marketing spend and increase sales and profits.
 - We monitor volume, conversion and value per conversion.
- Enable e-commerce and multichannel initiatives, including web development, user experience and user interface.
- Help organizations evaluate the effectiveness of their websites and improve the performance and compliance of their online presence.
- Provide digital content management capabilities, helping clients create and manage content.
- Help clients analyze and reallocate their marketing/media spend and increase the potential of their digital and offline media placements.
- Offer media auditing, strategy and planning, pitch management, contract consulting and invoice checking to help give advertisers peace of mind.
- Team with creative agencies to increase the potential of their work across all marketing channels, customer segments and markets.

Case Study

Marketing Analytics and Media Management at a Major Retailer

You're part of the media strategy group for a large retailer. You're tasked with optimizing media investment spend across the entire marketing portfolio. You're wondering if you're getting the most out of your hundreds of millions of dollars in annual media spend—perhaps you need some more 'science' to accompany the art that your current buyers are relying on to make decisions. You know it's complicated...you want someone who does more than just talk about ROI—you want someone who can identify it, capture value and translate it across the company. You have looked at more than 50 vendors who claim to improve ROI—but you landed on Viderity. Why? You know there's got to be millions in savings in TV and newspaper...you know that media mix optimization can be tremendously valuable, but you want to be able to not only know "what ROI am I getting from my overall TV investment" but more specifically "what did we get back during the holiday campaign...or the baby campaign? What media was most effective—direct mail? Mobile?" Viderity and its Marketing Analytics capabilities proved to be invaluable for this particular retailer (and other organizations who have large media spends), thanks to the science combined with massive insight—all with close client collaboration. According to the retailer: "Working with Viderity has been fantastic. They have exceeded expectations not only on impressive ROI results, but also with the insightfulness of their solutions. Viderity's approach to thinking through how to capture value demonstrates a commitment to leadership that differentiates them from the competition. Working together, our results have earned broad executive buy-in and hold exciting opportunities for our organization."

THE SCOPE AND SCALE OF VIDERITY INTERACTIVE

- Viderity Interactive is currently working with some of world's largest brands to scientifically guide and measure the efficacy of over **several million** in annual media & marketing spend, often optimizing **millions** for individual clients.
- Viderity Interactive works with **40+** unique clients in all the major industries, including consumer goods, consumer electronics, retail, pharmaceutical, telecoms and financial services.
- Viderity has deep experience in helping deliver analytics, across mobile, social, and web while maintaining the enterprise "ilities"—security, reliability, scalability, maintainability, and interoperability.

INDUSTRY FOCUS

More than 150 professionals are aligned to Viderity Interactive, providing functional, industry and technical digital marketing, analytics and technology services across industries.

- Automotive
- Banking
- Communications, Media and High Tech
- Consumer Goods
- Health
- Insurance
- Life Sciences
- Retail

Case Study

Viderity helped a leading US pharmacy retailer build an innovative customer analytics capability that provides business users and suppliers with detailed customer insights.

This solution increased the effectiveness of the retailer's loyalty marketing programs and enabled it to continually improve the service it provides for its customers. The Viderity Customer Insight analytics solution offers a uniquely accessible view of item-, store-, and customer-level data to create profitable marketing promotions and campaigns. Since taking the new solution live, this pharmacy retailer is positioned to achieve high performance, increasing sales among its loyalty

program cardholders, improving transparency of its marketing investments, and enhancing the organization's ability to make decisions that will drive cardholder value and growth.

For example, the company was able to target its highest-value, longest-tenured cardholders with a direct mailing. The campaign generated a 27 percent response rate, significantly lifted sales for this segment, and achieved a return on investment of more than 100 percent.

TOWARD A NEW SOLUTION

The goal of Viderity's marketers is to be able to give rational answers to the following questions:

- How does the client's marketing spend perform across all channels?
- How can the client spend their marketing dollars in the right place to maximize and optimize MROI?
- Can we understand what their multi-channel customers need and want?
- Is the client's marketing analytical capability ongoing and agile?
- Does the client have the ability to implement strategic marketing decisions and adjustments in real time?
- Can we develop the talent and resources to harness big and small data to provide strategic insights?

Viderity's Marketers use a methodology and delivery model to address the deficiencies articulated above and to allow them to answer key questions.

KEY CLIENTS



- USPTO (uspto.gov)
- National Archives (archives.gov)
- Sony Electronics
- Target
- Department of Labor
- National Science Foundation (nsf.gov)
- 360buy.com
- Verizon



Case Study

With 1.2 million daily site visits, this established European online retailer was looking for new ways to enhance its customers' user experience and e-commerce capabilities.

Competition for customers was rising, and providing an integrated, more relevant, online shopping experience was critical for this retailer to increase conversion rates and checkout revenue. Viderity was engaged to develop a multivariate testing and optimization program across all web properties working with in-house resources. Enabled by Viderity's Digital Optimization services, the program enhanced all parts of the retailer's website, including navigation, onsite search, the homepage, search results page, product detail pages and the secure checkout process.

Since the program's inception in 2008, the online retailer has conducted more than 20 multivariate tests per year, producing up to \$50 million uplift in revenue during three years. Experimentation with new search page layouts and features delivered significant increases in checkout conversion and revenue, while testing multiple variations of the product list page design resulted in modifications that also raised conversion rates.

VIDERITY INTERACTIVE SOFTWARE PLATFORM ASSETS

Viderity is delivering software and digital technology platforms that help leading global companies achieve high performance. With our strategic insights and robust set of services, we can help your company match the right digital solution to your enterprise's needs. Our end-to-end capabilities allow for an integrated suite of enabling technologies and software or software-as-a-service, including:

- **Viderity Digital Diagnostics** – an automated Web scanning diagnostic tool to help maintain brand consistency, usability and compliance standards.
- **Viderity Digital Optimization** – software solutions which run customized optimization experiences across multiple channels and business functions.
- **Viderity Customer Insight** – an intuitive business intelligence solution that provides new insight into customer data.
- **Viderity Performance Optimizer** – a software solution that provides analytics-driven retail channel optimization.
- **Viderity Agile Marketing Analytics Platform** – analytical software that runs diagnostics of actual performance and investment patterns.

- **Viderity Web Evaluator** – a website benchmarking tool that assesses web performance from the customer perspective.
- **Viderity Social Media Diagnostic** – a diagnostic tool that assesses social media presence, influence and effectiveness.

Case Study

Employee data? Consumer data? Third-party data? With so much raw data available today, every organization must harness the most relevant data to drive real-time, insightful decision making and marketing mix optimization to make the most of the marketing investment.

Viderity has been performing marketing modeling for Sony Electronics in the United States over the last eight years to improve return on marketing investments. During the latest modeling refresh, Viderity provided a strategic framework to improve Sony's integrated campaigns with enhanced media and non-media investments. Using Viderity's Agile Marketing Analytics Platform the team identified over 14 percent increase in incremental revenue with a similar investment level for the nine product categories analyzed. The proprietary software tool also provided valuable insights during the budgeting cycle and helped the company channel marketing investment to activities delivering higher returns.



DIGITAL TECHNOLOGY OFFERINGS

Viderity Interactive has established a strong foundation of technology and delivery assets and vendor alliances—including cloud and platform-as-a-service models—to help companies develop the right systems and processes to enable relevant consumer experiences.

- **Digital Content Management.** Often the web or digital content management platform is foundational to the enterprise digital platform. It not only supports the development and deployment of digital content, but also provides important functionality to build the digital pages that integrate with both static and dynamic content types. Key platform examples include Adobe CQ, Oracle Fatware, SDL Tridion, Sitecore and Drupal.
- **E-Commerce Platforms** include the common application frameworks that enable sales of products and services via the digital channels. Businesses are demanding solutions that leverage IBM WebSphere-commerce, the Oracle-ATG and other emerging solutions such as Hybris.
- **Digital Presentation Technologies** include the core development technologies used to create unique digital solutions, such as Java and .NET as well as more specialized technologies and languages such as Flash, JavaScript and PHP.
- **Digital Analytics Platforms** support the integration of conventional web and emerging social analytics information with the digital platform. Key vendor platforms in this area include Adobe-Omniture, IBM Coremetrics, Google Analytics and many others.
- **Social and Mobile Computing Technologies** are rapidly becoming key for the customer digital experience. They demand integration of various technology platforms that underpin these multi-channel type solutions.

REPRESENTATIVE RESULTS

Viderity Interactive drives high performance marketing by blending our core technology experience and global scale with contemporary marketing solutions. Success relies on both the ability to innovate and industrialize. We deliver significantly higher returns on marketing investments with tangible results.*

- 30-60 percent decrease in campaign cycle time
- 10-25 percent improvement in targeted conversion points and outcomes
- 5-40 percent reduction in marketing costs
- 10-65 percent increase in traffic to websites (from search and banners)
- 20-40 percent increase in conversion for lead generation and customer acquisition
- Up to 67 percent reduction in marketing acquisition costs
- Up to 100 percent increase in conversion rate for lead generation and customer acquisition

*Results are estimations and will vary based on the nature of the client engagement.

Making It Real

You are a client who sells men's deodorant. You're watching a new set of creative to fuel the next ad campaign. Everyone in the room is excited about the brilliant creative...then someone raises their hand and asks, "How can you apply this campaign across 32 countries, through multiple online and offline channels to six different audience segments, tracking campaign responses to understand ROI?" The room goes silent. That's where Viderity Interactive comes in: we're bringing science to the art of marketing.



About Viderity

Viderity is a management consulting, technology services and outsourcing company, serving clients in both the government and commercial sectors. Combining experience and comprehensive capabilities across multiple industries and business functions, and extensive research on the world's most successful organizations, Viderity collaborates with clients to help them become high-performance businesses and governments. Viderity's home page is www.viderity.com

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