

Get Your Digital Dollars to Work Harder

Make the most of your digital marketing investment

How can you find the right partner to support or improve your digital marketing program?

TeleTech's Digital Media Assessment is a complimentary digital audit designed to assess digital media and marketing performance. Our team of experts can work with you on a basic, quick-hit audit (~ 4 days) that covers a variety of platforms including pay-per-click, SEO, display, retargeting, paid social, analytics, and web landing pages; or a more in-depth appraisal (5-7 days) that will go deeper into the competitive digital landscape. We highlight areas of missed opportunities to help you achieve your marketing objectives and an assessment of ROI.

In both cases, you'll benefit by:

- ▶ Discovering new opportunities for growth
- ▶ Identifying media waste in order to improve efficiency
- ▶ Gaining digital competitive insights

Who should take advantage of a TeleTech Digital Assessment?



Companies focused on improving their overall digital performance and making a measurable impact on key KPIs



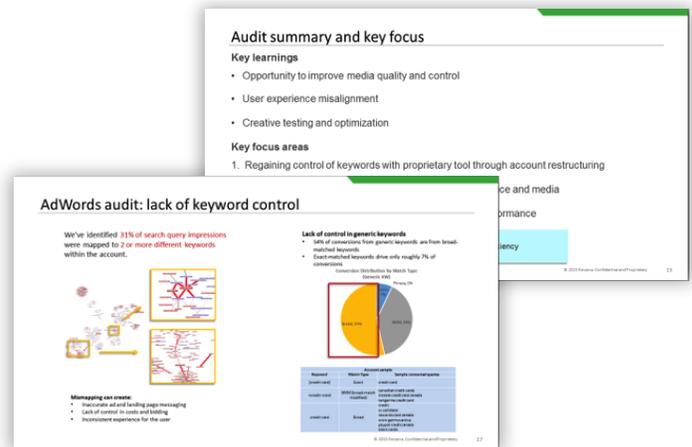
Any business needing to eliminate underperforming activities from their digital media and marketing spend



Top brands facing a compelling event or urgent need to accelerate their digital success

ASSESSMENT OUTPUT

The comprehensive audit delivers both a qualitative and quantitative assessment on digital performance, competitive insights and opportunities to drive impact across all aspects of the program.



CASE STUDY

A Quick-Hit Digital Audit Identified Opportunity for Significant Revenue Gains

The Challenge

A Fortune 500 distributor of electronic components and computer products was challenged to close the gap on its competitors' digital footprint. As a company that relies on online revenue, the company couldn't afford to lose ground on the industry's more sophisticated players.

The Approach

TeleTech's Digital Media and Marketing experts conducted a five-day audit of our client's current digital initiatives. The team identified three key areas to close the gap: drive increases in search volume; enhance the mobile experience for their customers vs. their competitors; and identify messaging differentiators amongst all players in the space.

The Results

By pursuing these three strategies, TeleTech was able to forecast millions in incremental revenue from closing the digital presence gap across channels and device, and enhancing the mobile experience for customers.