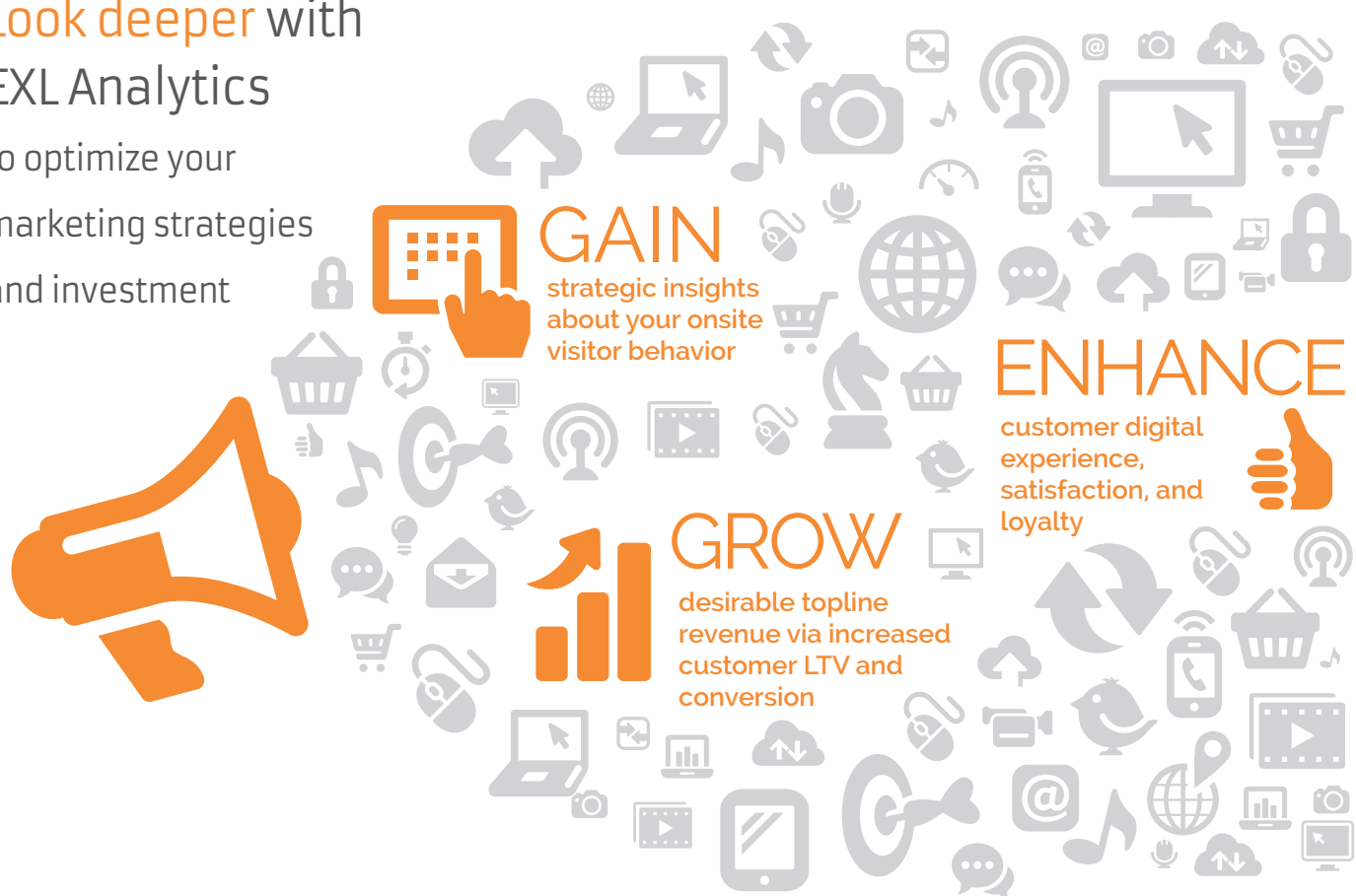


Unlocking the power of your digital and content marketing



Look deeper with
EXL Analytics
to optimize your
marketing strategies
and investment



We get results!

\$30M
increase in potential annual sales by optimizing media mix investment

15-20%
increase in customer online acquisition by personalizing onsite visitor experience

20%
increase in client acquisition by optimizing 3rd party site display marketing campaigns

25%
increase in client acquisition by personalization of marketing emails

5X
higher conversion rate from online warm leads than business as usual leads

Media mix optimization 	Visitor onsite personalization 	Site content optimization
Targeting using social media data 		3rd party vendors' cookie data evaluation
Online warm lead generation 	Email offer customization 	Campaign performance monitoring/ongoing support
Why EXL Analytics		

<p>1,500 analytic professionals and data scientists</p>	<p>Global awards and recognition as a premier advanced predictive and prescriptive analytics provider</p>
<p>Cutting edge analytics capability providing customizable methodologies and solutions in marketing analytics</p>	<p>Single and dual-shore capacity Supports clients in North America, Europe, and Asia</p>
<p>Proprietary analytical methodology MicroAnalytix® - Advanced automated methodology and modeling platform</p>	<p>Cost effective when compared to internal teams and other third parties</p>

To learn how EXL can help you

EXL Analytics
408.524.9200