

Innovative Content Monetization Boosts Direct Sales by 30%

For a Leading Market Research Company

An international research and advisory firm that enables its clients to lead change in their organizations through proprietary research, data, custom consulting, exclusive executive peer groups, and events



40+ Offices
World Wide



2000+
Clients



600,000
Consumers
Surveyed Annually

Behind the Scenes

Content rules the online marketplace. Still, effective content monetization techniques elude most research organizations. Amidst constantly rising content acquisition and distribution costs and dropping advertising revenues, publishers are struggling to drive growth.

The need to adopt and experiment with innovative content monetization solutions is greater than ever before.

1 Strategy and Objectives

The market research company needed altogether new business processes wherein content residing in multiple data sources could be accessed quickly and monetized effectively. It was required to gather information on data flow volumes, derive intelligent customer insights to drive content recommendations, and enable guided sales based on current market demands.

- Enable effective content monetization
- Micro-segment content and facilitate differential pricing
- Increase the value of existing content by real-time enrichment
- Facilitate content creation, co-editing, and publishing
- Expand customer base and discover new opportunities

2 Value Chain

It was difficult to find relevant digital assets due to limited keyword search capabilities. Making bulk upload and download operations as efficient as possible was another big challenge. Transforming the complete digital asset management lifecycle was essential to enable effective monetization.

■ Digital Content and Assets

■ Subscription Models

■ Website

3 Enablers

Using our AI powered proprietary mCaaS™ and Innovative Content Monetization platforms, we enabled micro segmentation, differential pricing, and content aggregation and brokering over secured multichannel delivery. Furthermore, our solution empowered the client to pull in information from multiple sources in a matter of seconds, and create new subscription models on the fly.

Advanced end user analytics delivered actionable insights and suggested newer dimensions of business.

■ mCaaS™ – for managing digital content and assets

■ Innovative Content Monetization – for end-to-end digital asset brokering

4 Digital Capital Delivered

Real-time advanced image and document processing disrupted the content discovery and delivery process, enhancing customer experience and driving business growth.



Increased direct sales by 30-40%.



Enabled discovery of 15% more cross-sell and up-sell opportunities.



Content consumption and customer insights enhanced efficiency of research analysts.

ABOUT US

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/ transportation/hospitality. Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.