

Report Sponsor



Zoho
Campaigns



Zoho
Marketing Automation

Automation and Campaign Management Handbook for Functional Experts

Includes advanced strategies for
revenue-focused marketing campaigns



Report Partner

Research **NXT**

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Foreword by ZOHU

The landscape of marketing campaign management has rapidly evolved, with AI making a significant impact. However, marketers still face ongoing challenges, particularly in executing effective multi-channel strategies and breaking down data silos that hinder campaign performance.

This report identifies these key challenges and presents proven solutions adopted and endorsed by successful industry leaders. By harnessing advanced analytics and emerging technologies, these leaders have been able to create personalised, impactful customer experiences.

Structured as a strategic playbook, the report provides marketing leaders with a reliable guide for optimising their campaigns in today's fast-changing environment. With actionable insights and expert recommendations, it serves as an essential resource for enhancing campaign performance in a complex marketing ecosystem.



Ramesh Sripathy

Head of Zoho Campaigns and Zoho Marketing Automation



Executive Summary

The "Marketing Automation and Campaign Management Handbook for Functional Experts" is a comprehensive guide for navigating the complexities of modern marketing. Based on insights from over 150 industry leaders, the report highlights the critical challenges faced by marketers in achieving synchronised multi-channel campaigns.

Our research reveals that companies using unified platforms are seeing major improvements in customer management and even tripling their sales with real-time automation. The adoption of AI and automation is transforming the marketing ecosystem by enabling advanced segmentation, real-time customer engagement, and enhanced targeting. However, a balance between technology and human touch is key to successful marketing campaigns.

Through real-world examples and case studies, the handbook demonstrates how organizations across various industries have successfully implemented marketing automation strategies. By focusing on data quality, robust technology infrastructure, and differentiated messaging, businesses can unlock the full potential of their marketing campaigns and drive sustainable growth.



Santosh Abraham

CEO and Founder

Research **NXT**

The Story Behind **the Handbook**

Marketing campaign management is evolving through AI, automation, and data analytics. However, marketers often struggle with multichannel strategies and data integration.

Challenges Faced by Marketing Professionals:

- **Fragmented Data:** Silos hinder accurate customer insights
- **Execution Complexity:** Multi-channel strategies lack synchronisation
- **Scaling Personalisation:** Meaningful outreach remains challenging
- **Measurable ROI:** Difficult lead attribution across touchpoints
- **Technology Overload:** 8,000+ martech tools complicate selection

What We Set Out to Achieve

To address these challenges, Research NXT teamed up with Zoho Campaigns & Marketing Automation to create this handbook. Designed for Indian marketers, it provides practical insights to overcome obstacles and deliver personalised, impactful campaigns. This handbook aims to simplify the complexities of modern marketing and help professionals achieve better outcomes. The main objectives of this study are:

- To analyse multi-channel campaign management trends
- To explore automation's impact on marketing efficiency
- To address execution challenges
- To recommend marketing automation platform strategies
- To showcase practical campaign management use cases

Approach and Methodology



Report Subject:
Automation & Marketing
Campaign Management



Geography:
India



Target Audience:
Functional Experts

20

In-depth interviews

Functional marketing leaders across industries shared diverse perspectives on trends and challenges.



150+

Survey Responses

Marketing professionals provided data-driven insights into current practices and strategic priorities.



180

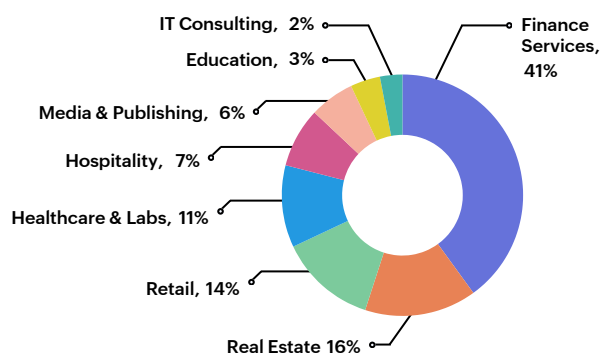
Poll Responses

Industry professionals voted on budget allocation for campaign management/automation via Email & LinkedIn.

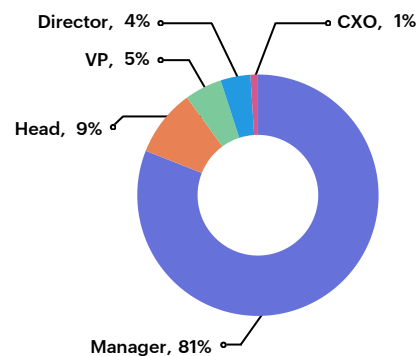


Survey Demographics

Industry



Job Level



Insights & Analysis

Campaign Management in the Present Context

- ✔ Key Elements of Multi-Channel Campaigns
- ✔ Budget Allocation for Campaign Management/Automation
- ✔ Top Challenges in Multi-Channel Campaigns
- ✔ Best Practices for Multi-Channel Campaigns
- ✔ Top Considerations for a Marketing Automation Platform

Key Elements of Multi-Channel Campaigns



Target Audience

Effective segmentation and personalisation are fundamental to campaign success, particularly in B2B sectors.

39% of Leaders

Focus on segmenting the audience based on needs, behaviours, and demographics, especially in industries such as insurance, real estate, and SaaS



Goal

Clear objectives drive campaign strategy and resource allocation.

56% of Leaders

Prioritise ROI through targeted conversions, with 50% focusing on brand awareness and 44% on customer journey.



Preferred Channel

Channel selection directly impacts engagement rates and campaign effectiveness across different industries.

50% of Leaders

Trust email marketing, with strong adoption in the education and finance sectors. This is often complemented by visibility-focused channels.



Timeline

Strategic timing maximises campaign impact and audience engagement.

3 - 7 Days

Is the optimal interval for follow-up modules in lead nurturing campaigns.

Key Elements of Multi-Channel Campaigns



Platforms for Channel

Integrated platforms ensure a consistent customer experience and efficient campaign management.

61% of Organisations

Use CRM systems/tools for customer management, while 50% rely on automation for multichannel campaign consistency.



Budget

Strategic budget allocation ensures optimal resource utilisation across channels.

40-30-20-10 rule

40% allocated to established media, 30% to targeted demographics, 20% to growing media, and 10% to experimentation.

Achieving excellence in campaigns requires a combination of precision and strategy. By concentrating on tailored segmentation, optimal channel selection, and well-aligned objectives, organisations can unlock the full potential of their marketing efforts. With the right tools, timing, and resources, campaigns can not only meet their goals but also foster lasting connections with the audience.



Today, the approach can no longer be 'one-size-fits-all'; it demands nuanced strategies tailored to specific products, regions, and audience needs.



Varun Kaushik

Executive Vice President & Head of Marketing
PolicyBoss



Email marketing has given us the most ROI by refining timing sends, testing subject lines, and including strong calls-to-action.



Lijo Mathew

Deputy Manager of Online Campaigns
The Indian Express



A well-defined goal should drive every workflow—whether it's boosting engagement, driving conversions, or nurturing leads, a clear aim shapes the entire process.



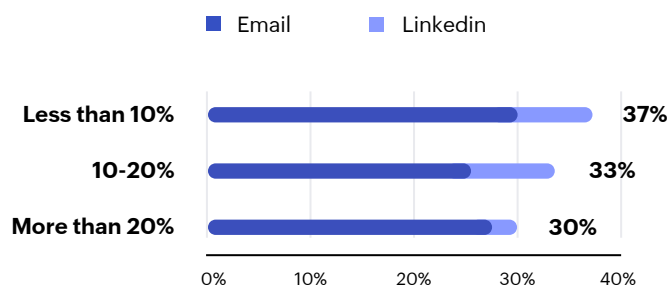
Abhishek Fodikar

Marketing Specialist
Research NXT

Budget Allocation for Campaign Management/Automation

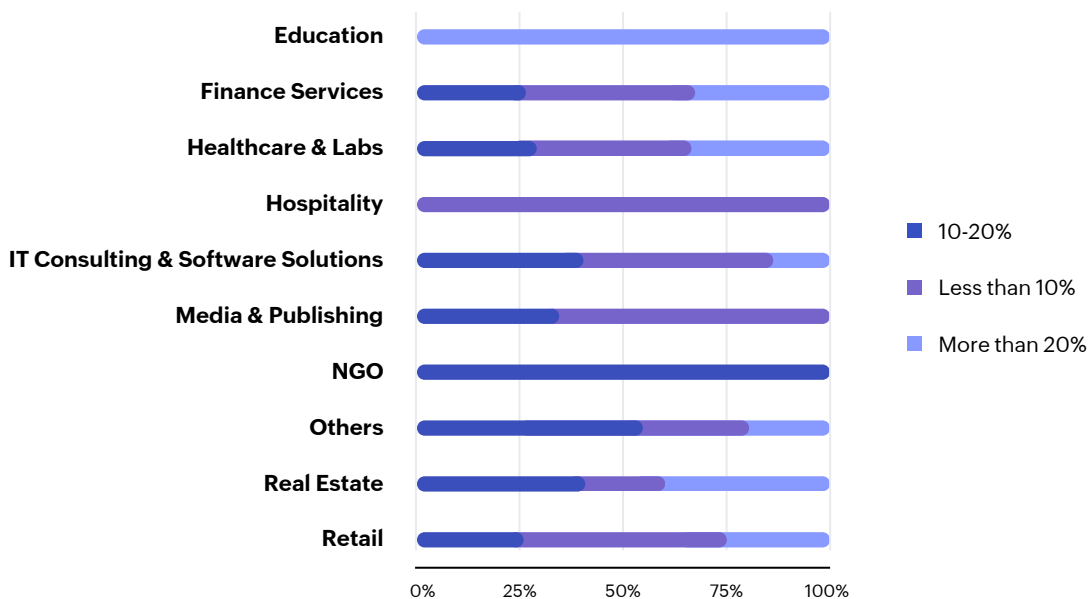
We conducted a poll among marketing professionals via Email & LinkedIn to understand how organisations allocate their marketing budgets for campaign management and automation.

Budget Allocation Trend in Campaign Management



Source: Research NXT's 2024 Campaign Management & Automation Survey

Industry-Wise Distribution of Budget Allocation Trends in Campaign Management



Source: Research NXT's 2024 Campaign Management & Automation Survey

Top Challenges in Multi-Channel Campaigns

Multichannel campaign execution presents several challenges for marketing experts -

01

Data Fragmentation: Scattered data across multiple platforms creates silos, reducing campaign accuracy and effectiveness.

02

Automation and AI Implementation: Implementing AI and automation effectively is complex, requiring realistic expectations and human oversight.

03

ROI Measurement: Measuring ROI across channels is difficult without effective attribution models and seamless integration.

04

Personalisation at Scale: Achieving personalised outreach at scale is challenging, especially with large data volumes and discrepancies.

05

Customer Fatigue: Preventing customer fatigue in omnichannel campaigns is tough, requiring precise timing and relevance.

06

Privacy Compliance: Navigating privacy laws restricts data usage, complicating personalized marketing approaches.

07

Lead Quality: Maintaining high lead quality and accurate segmentation is difficult, impacting targeting and conversions.

Best Practices for Multi-Channel Campaigns

Some of the best practices shared by marketing leaders across industries during discussions on successful multi-channel campaign management include:



Refined Audience Segmentation

Leaders adopted refined audience segmentation to improve engagement by aligning messaging with audience behaviour.



Automation Integration Across Platforms

Implemented integrated automation to reduce manual workload and maintain campaign consistency.



AI-Powered Lead Scoring

Used AI-driven scoring to identify high-value leads, optimising resource allocation.



Multi-Touch Attribution Models

Adopted multi-touch attribution to enhance ROI tracking and allocate budgets more effectively.



Timely, Personalised Outreach

Practised timely, personalised communication, especially in industries like finance, where customers have time-sensitive needs.



A/B Testing for Campaign Refinement

Conducted regular A/B tests to optimise messaging, visuals, and timing for better engagement.

“

A/B testing is a crucial part of our email strategy. Subject lines can make a big difference—what works for one segment may not work for another.



Praveen Kumar

Senior Manager of Marketing & Digital Strategy
IILM University

“

I monitor real-time data and adjust budgets to capitalise on high-performing segments, which increased our ROI by 20%.



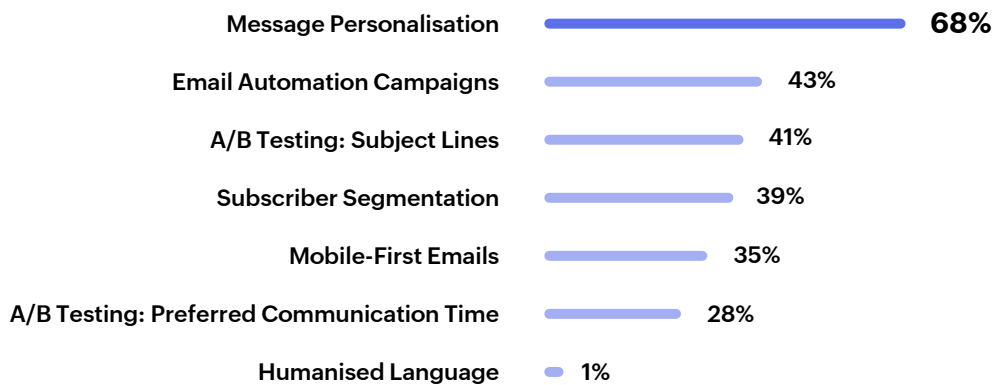
Amitesh Baranwal

Digital Marketing Manager
SK Finance Ltd

Best Practices for Multi-Channel Campaigns

Campaign management and marketing automation have evolved significantly, with modern tools enabling extensive automation and personalisation. Leveraging advanced AI and automation, industries like healthcare, e-commerce, and finance can precisely segment audiences, driving stronger customer loyalty and higher conversion rates.

Effective Strategies for Successful Email Marketing Campaign



Source: Research NXT's 2024 Campaign Management & Automation Survey

68%

Message personalisation is the most widely adopted strategy.

43%

Automation is the most recognised for its efficiency.



Zoho Campaigns is a marketing solution that helps you reach, engage, and grow your audience. Create stunning campaigns, customise messages, and deliver impactful emails that captivate recipients and elevate your brand's voice.

Best Practices for Multi-Channel Campaigns

“

Automation simplifies the marketing process by reducing human effort while improving metrics like open rates, conversions, and overall engagement.



Ojas Kulkarni
Global Chief Marketing Officer
Cedar Consulting

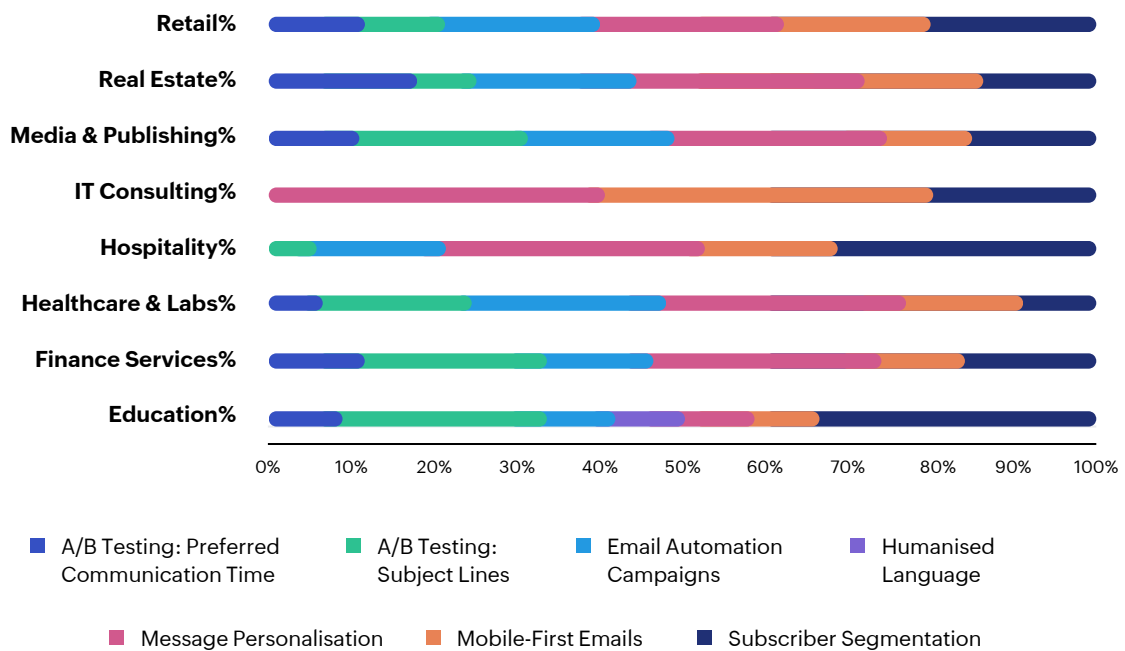
“

We always use the full names of customers/leads while sending promotional or service messages. This helps us build more trust in our brand.



Anand Mohan
Marketing Manager
Laxmi India Finance

Industry-Specific Effective Strategies for Successful Email Marketing Campaign

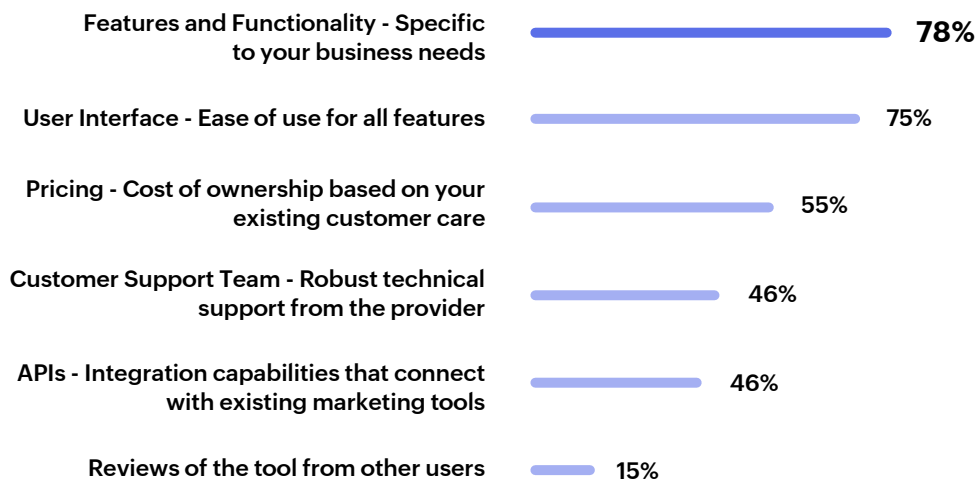


Source: Research NXT's 2024 Campaign Management & Automation Survey

- **Message Personalisation** and **Email Automation** are top strategies across industries, with Subscriber Segmentation key in Hospitality and Education
- **A/B Testing** (especially Subject Lines) is vital in Education
- **Mobile-First Emails** are prioritised in IT Consulting, Retail and Real Estate

Top Considerations for a Marketing Automation platform.

Critical Factor for Evaluating Marketing Automation Tool



Source: Research NXT's 2024 Campaign Management & Automation Survey

The selection criteria for marketing automation tools, in order of priority:

- Tools must adapt to and support specific business needs and processes.
- The platform should offer intuitive usage with minimal learning requirements.
- Organisations prioritise value and ROI over initial cost considerations.
- Robust support and API capabilities ensure tool longevity and seamless integration.

Zoho Marketing Automation

Zoho's marketing automation tool connects customers' interactions in multiple channels, thus avoiding information fragmentation and enhancing real-time monitoring. It provides enhanced control in attribution methods, approach personalisation, timing and improved brand messaging, thereby improving campaign communications and outcomes.

Insights & Analysis

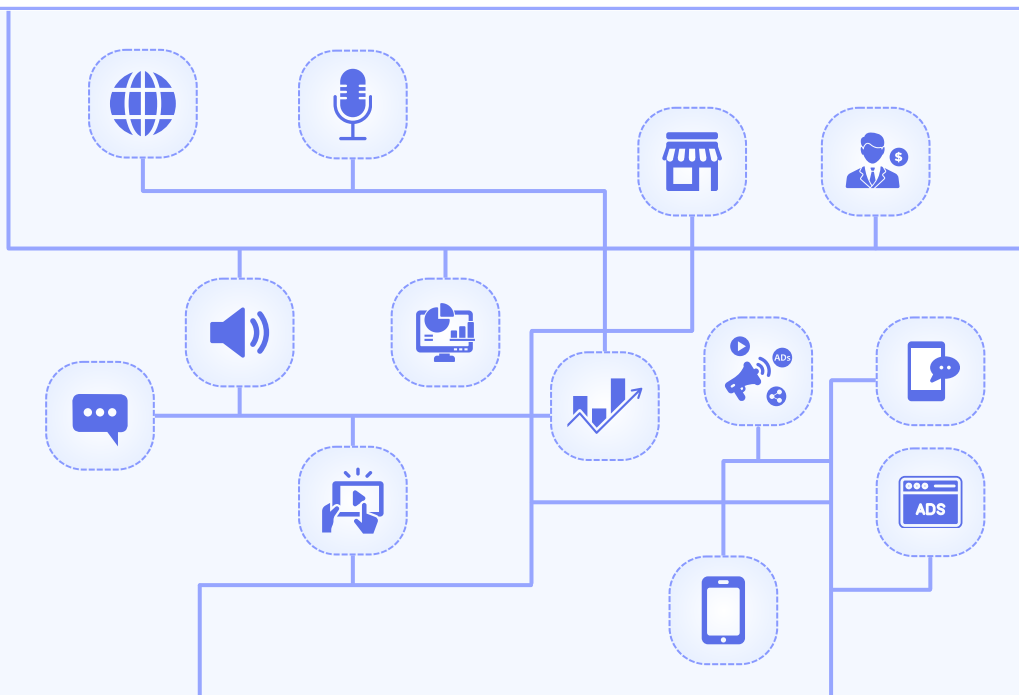
ROI and Measurement

- ✔ Tricky Aspects of Measurable ROI
- ✔ Importance of Lead Attribution
- ✔ Most Common Lead Attribution Models
- ✔ Critical Stages of Implementing Lead Attribution

Tricky Aspects of Measurable ROI

Understanding ROI in Multi-Channel Campaigns

- **Campaign Measurement:** ROI tracking requires complex analysis across multiple channels.
- **Performance Metrics:** Paid channels focus on conversions, and organic channels focus on CTR and impressions.



Challenges in Lead Attribution

- **Key Channels:** Difficult to identify as there are overlapping customer paths.
- **Metric Variability:** Different platform metrics complicate precise ROI assessment.

ROI Complexity with Channel Overlap

- **Conversion Attribution:** It is difficult to identify specific touchpoints driving conversions.
- **Technical Solutions:** UTM parameters and tracking pixels require continuous optimisation.

Role of Lead Attribution in Maximising ROI

What is Lead Attribution?

Lead attribution is the determination of the value of each customer journey touchpoint to highlight the contribution that specific channels make towards converting leads.



Power of Lead Attribution

- Leaders use attribution to identify high-ROI channels, aligning budgets with impactful interactions.
- SaaS and B2B sectors adopt multi-touch models to assess lead quality, driving targeted follow-ups and conversions.
- Adjustable frameworks enhance engagement by tailoring strategies for high-intent users while nurturing others.
- Hybrid models like first-touch and last-touch give a full view of customer journeys, aiding complex paths in finance and education.

“

Lead attribution is complex, but the right model reveals high-performing channels, optimises resources and aligns marketing with revenue-driving strategies. Choose wisely to decode customer journeys.



Vipasha Sinha

Lead Product Marketer
ZOHO

Role of Lead Attribution in Maximising ROI

“

We track metrics like CPL, conversion rates, and patient acquisition cost to optimise campaign performance.



Jyoti Khichar

Senior Manager of Digital Marketing
CK Birla Hospital

“

Attribution for us typically involves tracking metrics like cost per inquiry, cost per SQL, and cost per MQL relative to our spend.



Ridhi Malhotra

Senior Manager of Demand Generation
HackerRank

Email Campaign Performance Metrics Ranking

1

Conversion Rate

Most Critical



2

Click-through Rate

High Priority



3

Open Rate

Medium Priority



4

Unsubscribe Rate

Monitoring Metric



5

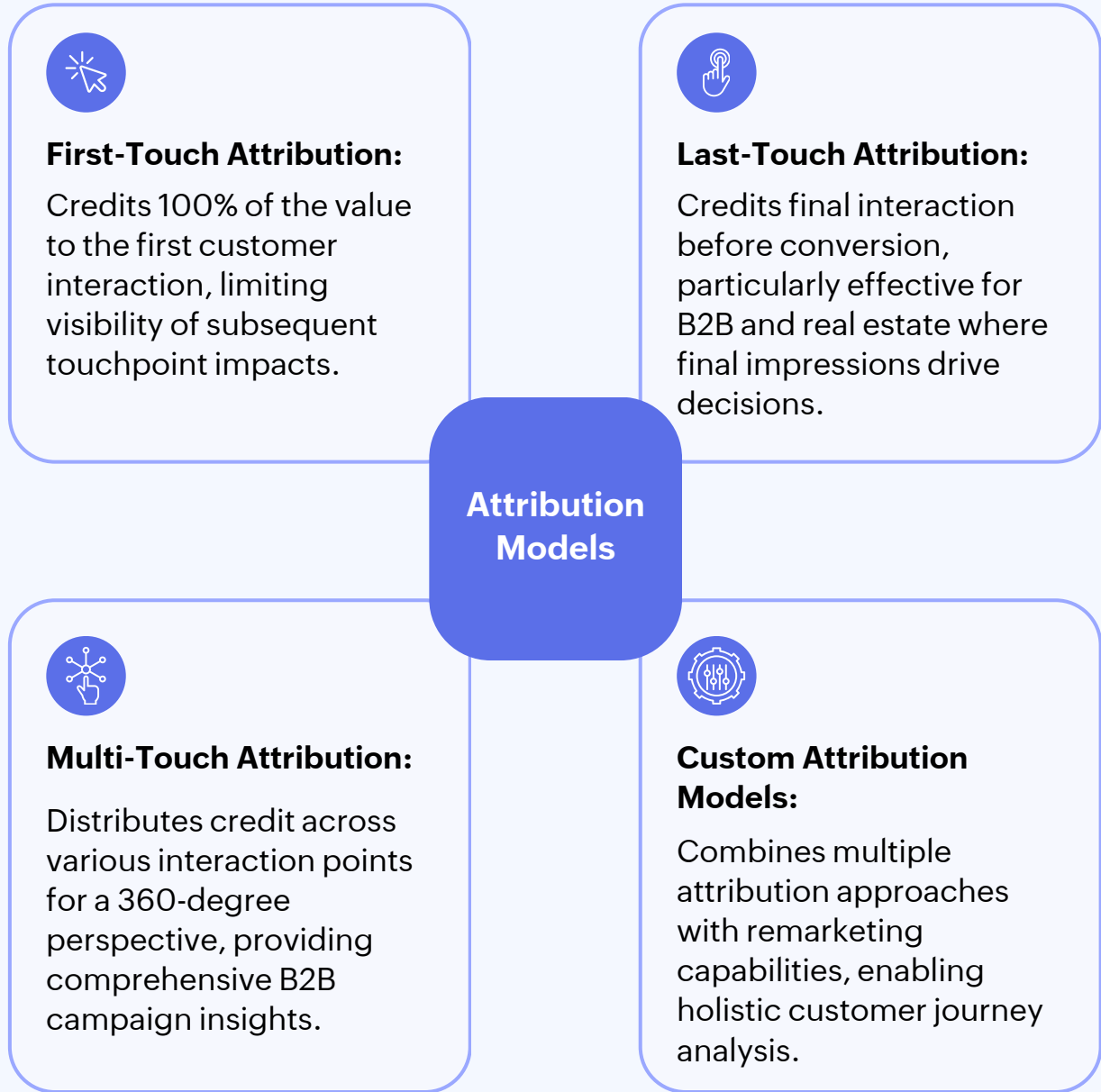
Bounce Rate

Basic Health Indicator



Source: Research NXT's 2024 Campaign Management & Automation Survey

Most Common Lead Attribution Models



“

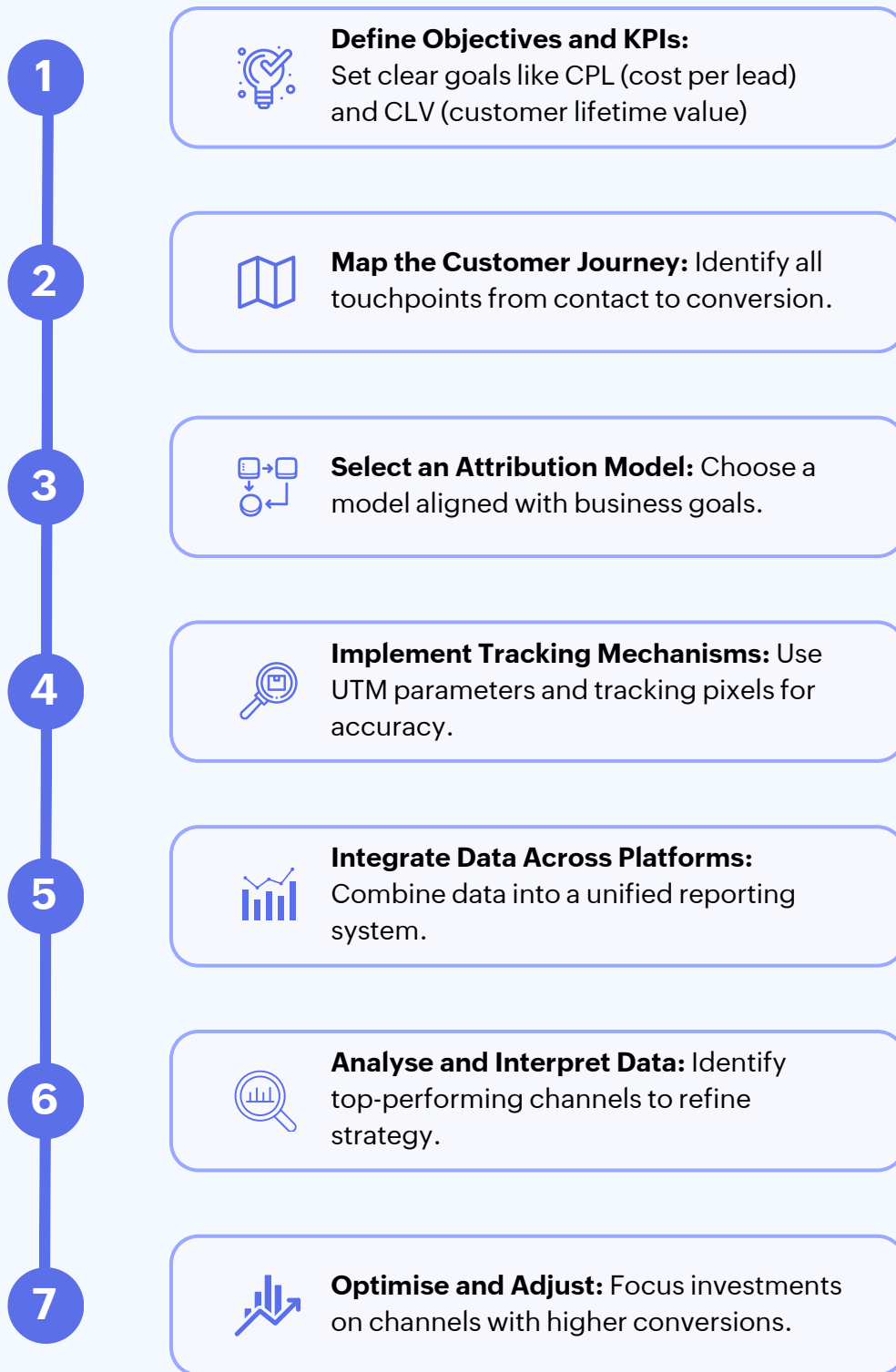
We combine both first-touch and last-touch attribution, acknowledging both the platform where a customer first engages and where the final conversion occurs, ensuring a balanced view of the customer journey.



Prasad Pimple

Executive Vice President & Head of Digital Business Unit
Kotak Life

Critical Stages of Implementing Lead Attribution



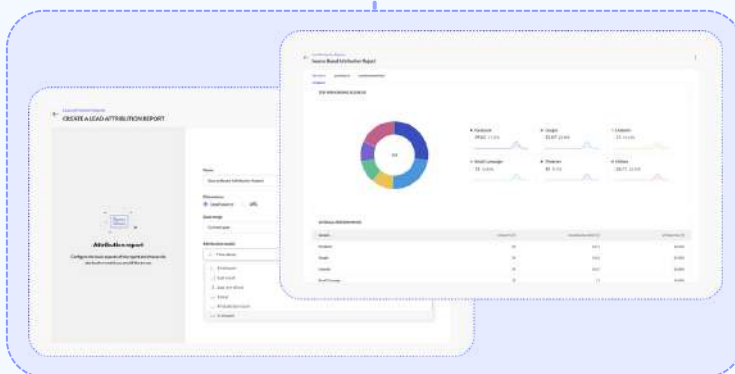
Zoho Marketing Automation's Unified Data Dashboard for Lead Management

Custom Journeys

Create tailored, automated engagement plans that adapt to lead behavior, ensuring effective and personalised nurturing.

Marketing Planner

Seamlessly manage budgets, plan campaigns, and measure performance with a holistic, performance-driven planner.



Multi-Channel Marketing

Engage across channels consistently without losing context. Grow your audience through Email, SMS, WhatsApp, Social Media, Web Forms and offline channels.

360° View of Contacts

Know your contacts by tracking their interactions with your brand and where they are in your funnel to drive them towards conversion.

Zoho Marketing Automation

Besides First and Last Touch, Zoho Marketing Automation offers other attribution models. Last Non-Direct credits the source while excluding direct website visits. Linear distributes equal credit across all touchpoints, while U-Shaped assigns 40% credit to the first and last touchpoints, with the remainder shared among intermediate touchpoints. Last Interaction (URL) focuses on the URL that led to the conversion, and Time Decay prioritises recent touchpoints, making it suitable for long sales cycles.

“

Our solution provides a comprehensive view of a contact's journey, enabling marketers to filter and analyse data to optimise campaigns.



Naresh Kumar
Member Leadership Staff
ZOHU

Practical Applications

Real-World Use Cases

- ✔ Multi-Channel and Real-Time Campaign Optimisation
- ✔ Personalisation and Precise Targeting
- ✔ Platform Optimisation, Automation, and Lead Management
- ✔ AI-Driven Campaign Management

Best Practices in Campaign Management

Multi-Channel and Real-Time Campaign Optimisation



Industry: Insurance



Strategy: Implementation of automated inquiry responses.



Benefit: Prevention of lead loss and increased conversions.



Impact: Tata AIG improved customer engagement via automation.

“Real-time assistance to customer inquiries is crucial for addressing pain points and preventing potential loss of leads.”



Rahul Poojari

Senior Digital Marketing Manager
Tata AIG



Industry: NBFC



Strategy: Flexible performance monitoring in 30-45 day cycles.



Benefit: ROI improvement up to 20%.



Impact: SK Finance achieved 9.7X ROAS through real-time adjustments

“Real-time data is the backbone of our campaign optimisation efforts, enabling quick adjustments and improved ROI.”



Amitesh Baranwal

Digital Marketing Manager
SK Finance



Industry: Market Research



Strategy: Multi-touch attribution with AI integration.



Benefit: Increased response rates through tailored content delivery.



Impact: Cedar Consulting achieved improved campaign efficiency and engagement by combining AI with multi-touch attribution.

“Multi-touch attribution reveals every key interaction in the buyer's journey, ensuring smarter targeting and more effective resource allocation.”



Ojas Kulkarni

Global Chief Marketing Officer
Cedar Consulting

Personalisation and Precise Targeting



Industry: Healthcare



Strategy: Segmentation by healthcare needs with automated follow-ups.



Benefit: 20% increase in conversion rates through targeted CTAs.



Impact: CK Birla Hospital improved patient acquisition with timely communication.



Marketing automation helps us manage large volumes of patient inquiries efficiently, ensuring timely and personalised communication at scale.



Jyoti Khichar

Senior Manager of Digital Marketing
CK Birla Hospital



Industry: E-commerce



Strategy: Automation-driven segmentation with behaviour-based personalisation.



Benefit: 20% boost in flash sale effectiveness and increased customer loyalty.



Impact: ShopClues achieved higher retention through data-driven personalisation.



Using data to create personalised marketing campaigns has significantly increased customer engagement, loyalty, and repeat purchases.



Megha Agarwal

Marketing Manager
ShopClues



Industry: ITES



Strategy: City-specific targeting with behavioural segmentation.



Benefit: Improved engagement rates and reduced irrelevant communication.



Impact: ACS Infotech achieved enhanced efficiency across both B2B and B2C campaigns.



Targeting based on behaviour, interests, and location leads to better responses and ensures relevant, personalised communication for every lead.



Rohit Ladsaria

Software Product Manager
ACS Infotech

Platform Optimisation, Automation and Lead Management



Industry: Education



Strategy: Platform-tailored content with AI-powered creation.



Benefit: Maximum engagement and accelerated content delivery.



Impact: Ashoka University increased impressions and interactions through platform-aligned content.



Platform-specific content ensures our messaging resonates with diverse audiences, creating meaningful engagement across students, parents, and educators.



Anju Singh

Deputy Manager of Digital & Social Media Marketing
Ashoka University



Industry: Education



Strategy: CRM-driven automated communication with dynamic segmentation.



Benefit: Enhanced recruitment outcomes and preserved audience trust.



Impact: Amity University improved application completion rates through automated communication.



Our CRM integration automates timely, relevant messaging, creating a seamless and personalised journey for prospective students.



Dr. Sunil Barsaiyan

Associate Director of Digital Marketing
Amity University



Industry: Education



Strategy: Behaviour-based segmentation with A/B tested content.



Benefit: Improved open and click-through rates for UG and PG prospects.



Impact: IILM University enhanced conversion rates through data-driven automation.



Automation ensures timely, personalised communication, keeping prospective students engaged throughout their journey from inquiry to enrollment.



Praveen Kumar

Senior Manager of Marketing & Digital Strategy
IILM University

AI-Driven Campaign Management



Industry: Insurance



Strategy: AI-powered tools with intent-based scoring.



Benefit: Improved engagement across diverse channels.



Impact: PolicyBoss achieved a 3X increase in daily policy sales (500 to 1,500) with 60-80% behaviour mapping accuracy.



Our innovations like real-time commissions and personalised intent-driven communication have tripled policy sales, improving agent productivity and customer satisfaction.



Varun Kaushik

Executive Vice President & Head of Marketing
PolicyBoss

Industry: ITES



Strategy: Verified data implementation with intent-driven communication.



Benefit: Improved outreach precision and campaign ROI.



Impact: FleetPanda reduced 7-9% annual data decay and shortened sales cycles.



Success in campaign management is 60% data quality and tech infrastructure, and 40% messaging and differentiation.



Rohit Srivastav

Head of Marketing
FleetPanda

Industry: Real Estate



Strategy: AI segmentation with buyer journey-specific content.



Benefit: Streamlined 6-8 month decision-making process for different buyer types.



Impact: Optimised lead management resulted in more effective marketing campaigns.



AI helps us identify audience niches, ensuring campaigns are timely, relevant, and impactful for each stage of the buyer journey.



Vinod Dangi

Head of Digital Marketing
SOBHA Limited

Best Practices in Campaign Management



1. Automated Real-time Engagement:

Real-time customer engagement through automation represents a shift from reactive to proactive communication. This strategy combines immediate response capabilities with personalised interactions, creating a seamless customer experience across touchpoints.



2. Dynamic Attribution & Budget Optimization:

Dynamic attribution evolves beyond traditional models by enabling agile budget allocation based on performance metrics. This data-driven approach allows organisations to maximise ROI by identifying and investing in the most effective channels.



3. Unified Customer Platform:

A unified platform consolidates customer data and interactions into a single, intelligent system. This integration enables sophisticated segmentation and personalisation while maintaining efficiency through automation.



4. Personalised Targeting

Marketers are leveraging segmentation and automation to deliver personalised patient experiences at scale. This approach combines targeted communication with efficient operations to improve both customer satisfaction and operational metrics.

Best Practices in Campaign Management



5. Engagement Approach

Data-driven personalisation combines behavioural analysis with automated testing to enhance customer experience. This dual approach ensures both efficiency and relevance in customer communications.



6. Geographic & Behavioural Targeting Framework

CRM systems are enabling hyper-localised campaigns enhanced by behavioural data analysis for precision targeting. This dual approach combines location-specific insights with behavioural patterns to optimise campaign effectiveness.



7. Platform-Optimised Content Strategy

Businesses are leveraging platform-specific content formats and AI tools to enhance digital engagement. This approach combines targeted content creation with automated delivery systems to reach diverse stakeholder groups effectively.



8. Automated Customer Journey Management

CRM integration enables personalised, automated communication throughout the customer journey. This systematic approach maintains engagement while ensuring timely and relevant communication.

Best Practices in Campaign Management



9. Targeted Lead Nurturing

Automated, personalised communication sequences guide prospects through specific stages of the lead funnel. This strategy combines segmentation with A/B testing for optimal engagement.



10. AI-Enhanced Sales

AI and automation combine real-time data processing with personalised communications. This approach maximises both operational efficiency and customer engagement through intelligent targeting.



11. Data-Driven Optimisation

High-quality data management combined with intent-driven engagement creates precise targeting capabilities. This dual approach reduces data decay while improving campaign effectiveness.



12. AI-Led Segmentation

AI-driven segmentation enables targeted content delivery throughout the customer journey. This strategy combines automated lead management with personalised follow-ups for maximum impact.

Handbook Highlights



Campaign Management in the Present Context

68%

of marketers utilize **message personalization** for enhancing engagement across industries.

43%

of participants focus on **automation** for streamlining tasks and boosting engagement metrics.



ROI and Measurement

50%

of marketers choose **email marketing** for high ROI through optimised timing, A/B testing, and strong CTAs.

39%

implement **targeted segmentation** by behavior and demographics, increasing engagement in finance and real estate.



Real Life Champions and Their Strategies

3X

increase in daily **policy sales** achieved by PolicyBoss through automation and improved channel engagement.

7-9%

annual **data decay rate** reduced by FleetPanda through high-quality, verified data, improving campaign accuracy.

Key Takeaways

Shift to Segmentation & Personalisation

01

Modern marketing focuses on personalisation and segmentation, enabling brands to create tailored experiences that meet specific audience preferences.

Automation as a Game-Changer

02

Automation streamlines processes and ensures consistency, allowing marketers to focus on engagement and customer retention.

Evolving Attribution Model

03

Advanced lead attribution methods provide deeper insight into the customer journeys, optimising customer journeys and ROI.

Importance of Data-Driven Decision-Making

04

Insights derived from analytics and attribution models are pivotal for understanding customer journeys, optimising strategies, and allocating resources effectively.

Emergence of Unified Campaign Platforms

05

Integrated platforms that combine data, tools, and communication are essential for achieving seamless coordination and maximising campaign effectiveness.

Trends in Adaptive and Real-Time Strategies

06

Adaptive strategies and real-time adjustments are becoming essential for marketers to stay relevant and maintain engagement in rapidly evolving market conditions.

Growing Focus on Sustainable Engagement

07

There is an evident shift towards building long-term customer relationships through ethical, personalised, and value-driven marketing approaches beyond short-term gains.

Credits and Disclaimers

List of Interview Participants (click to read full interview)

Abhishek Fodikar Marketing Specialist Research NXT	Amitesh Baranwal Digital Marketing Manager SK Finance	Anand Mohan Marketing Manager Laxmi India Finance
Anju Singh Deputy Manager of Digital & Social Media Marketing Ashoka University	Dr. Sunil Barsaiyan Associate Director of Digital Marketing Amity University	Jyoti Khichar Senior Manager of Digital Marketing CK Birla Hospital
Lijo Mathew Deputy Manager of Online Campaigns The Indian Express	Megha Agarwal Marketing Manager ShopClues	Naresh Kumar Member Leadership Staff ZOHO
Ojas Kulkarni Global Chief Marketing Officer Cedar Consulting	Prasad Pimple Executive Vice President & Head of Digital Business Unit Kotak Life	Praveen Kumar Senior Manager of Marketing & Digital Strategy IILM University
Rahul Poojari Senior Digital Marketing Manager Tata AIG	Ridhi Malhotra Senior Manager of Demand Generation HackerRank	Rohit Ladsaria Software Product Manager ACS Infotech
Rohit Srivastav Head of Marketing FleetPanda	Varun Kaushik Executive Vice President & Head of Marketing PolicyBoss	Vinod Dangi Head of Digital Marketing SOBHA Limited
	Vipasha Sinha Lead Product Marketer ZOHO	

Credits and Disclaimers

List of Survey and Interview Participants

- Aadhar Housing Finance Ltd.
- Aavas Financiers Ltd.
- ACS Infotech Pvt. Ltd.
- Aditya Birla Capital Ltd.
- Aditya Birla Finance Ltd.
- Aditya Birla Retail
- Aditya Birla Sun Life Insurance Co. Ltd.
- Ambuja Neotia Holdings Pvt. Ltd.
- Amity University
- Ampera Diversity Pvt. Ltd.
- Apollo Hospitals Enterprise Ltd.
- Apollo Imaging And Diagnostics Pvt. Ltd.
- Artemis Medicare Services Ltd.
- Arvind Ltd.
- Ashoka University
- Aster DM Healthcare Ltd.
- AU Small Finance Bank Ltd.
- Bajaj Finance Ltd.
- Bajaj Finserv Ltd.
- Bennett, Coleman & Co. Ltd.
- Bharti AXA Life Insurance Co. Ltd.
- Canara HSBC Life Insurance Company Ltd.
- Canara Robeco
- Canara Robeco Asset Management Company Ltd.
- Cbre South Asia Pvt. Ltd.
- Cedar Management Consulting Pvt. Ltd.
- Cholamandalam Investment and Finance Company Ltd.
- CK Birla Healthcare Pvt. Ltd.
- Clues Network Pvt. Ltd.
- Confidential
- Counter Funnel
- Creative Synergies Group, LLC
- DASGlobTech
- Devyani International Ltd.
- ElInfochips Pvt. Ltd.
- Entice Services
- Equitas Small Finance Bank Ltd.
- FleetPanda
- Fortis Healthcare
- Godrej Capital Ltd.
- Godrej Properties Ltd.
- HackerRank
- Hindustan Media Ventures Ltd.
- Home Credit Finance Pvt. Ltd.
- HT Media Ltd.
- Hyatt Hotels
- Hyatt Services India Pvt. Ltd.
- ICICI Lombard General Insurance Co. Ltd.
- IILM University
- IIT-M
- Imprexive Marketing Solution Pvt. Ltd.
- Indiafirst Life Insurance Co. Ltd.
- Indian School of Business
- Indira IVF Hospital Pvt. Ltd.
- Invesco Asset Management India Pvt. Ltd.
- Ivy Health And Life Sciences Private Limited
- Jones Lang LaSalle Property Consultants India Pvt. Ltd.
- JungleWorks Inc.
- Kalpataru Ltd.

Credits and Disclaimers

List of Survey and Interview Participants

- Kotak Life
- Kotak Mahindra Life Insurance Co. Ltd.
- Lambda Therapeutic Research Ltd.
- Laxmi India Finance Pvt. Ltd.
- LG Electronics India Pvt. Ltd.
- LIC Of India
- Madison Logic, Inc.
- Mahindra Lifespace Developers Ltd.
- Manipal Health Enterprises Pvt. Ltd.
- ManipalCigna Health Insurance Co. Ltd.
- Manlitics B2B Ites Pvt. Ltd.
- Marriott Hotels India Pvt. Ltd.
- MarTech Panthers
- MDI NetworX LLC
- Motilal Oswal Home Loans Ltd.
- MoveInSync Technology Solutions Pvt. Ltd.
- Munich Re India Services Pvt. Ltd.
- Narayana Hrudayalaya Ltd.
- Nike India Pvt. Ltd.
- Niva Bupa Health Insurance Co. Ltd.
- Northern Arc Capital Ltd.
- Panchshil Realty And Developers Pvt. Ltd.
- Pathkind Diagnostics Pvt. Ltd.
- Phoenix Innovations LLC
- Piramal Capital and Housing Finance Ltd.
- Piramal Enterprises Ltd.
- Piramal Realty Pvt. Ltd.
- PNB Housing Finance Ltd.
- PNB MetLife India Insurance Co. Ltd.
- PolicyBoss
- Prathima Group
- Prestige Estates Projects Ltd.
- ProductDossier Solutions India Pvt. Ltd.
- Radar Infotech
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- Runwal Developers Pvt. Ltd.
- S K Finance Ltd.
- ShopClues
- Shoppers Stop Ltd.
- Shriram Housing Finance Ltd.
- Shriram Life Insurance Co. Ltd.
- Shriram Transport Finance Corporation Ltd.
- Silicon India Pvt. Ltd.
- Sobha Ltd.
- Sony India Pvt. Ltd.
- Spandana Sphoorty Financial Ltd.
- Star Health and Allied Insurance Co. Ltd.
- Star Union Dai-ichi Life Insurance Co. Ltd.
- Sterling Addlife India Pvt. Ltd.
- SunTec Business Solutions Inc.
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