

# CTO Review

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The Navigator for Enterprise Solutions

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## 20 Most Promising Marketing Technology Solution Providers-2017

Regardless of industry, every organization looks out for remarkable ways to entice customers and achieve exceptional business growth. Despite of traditional marketing methods, today's businesses rely on advanced marketing technologies to become more efficient and reach out to a colossal number of people. Owing to major factors such as rise of social media, increased spending on advertising, customer-friendly websites and the plethora of products and services available online etc., marketing technologies have become an indispensable part of today's marketing functions. Therefore, the industry is experiencing exponential growth nowadays.

Certainly, marketing technology realm comprises of major categories such as advertising and promotion, content and experience, social and relationships, commerce and sales, data, and management. Nowadays, diversified marketing technologies have

emerged to reinforce web traffic, marketing automation, testing, targeting and personalization etc. As the adoption of marketing technologies can bring effectiveness to business, a large number of IT vendors enter into this ambience with best of breed solutions for e-mail marketing, display advertising, asset & content management, e-commerce, search & social ads, business intelligence, CRM, sales enablement and more.

Currently, the marketing technology space continues to grow and many vendors play crucial role in this segment. CIOReview presents a list of "20 Most Promising Marketing Technology Solution Providers", to support in identifying apt marketing technology partner. A distinguished panel comprising of CEOs, CIOs, industry analysts and CIOReview editorial team have scrutinized various companies before finalizing these vendors who brings out cutting edge solutions and services for attaining effective marketing.



**Company:**

Lumata Digital

**Description:**

A portfolio of offerings that includes solutions for Loyalty Management, Targeted Campaigns, Promotion Management, Interactive Video Engagement, Wi-Fi Monetization, Service Delivery & Monetization and Social Media Insights.

**Key Person:**

Parag Grover  
CEO

**Website:**

lumatadigital.com

## Lumata Digital: Driving Innovation with Digital Solutions and Marketing Services

IT business partners have emerged as a new breed of professionals who add value to an enterprise's business landscape by assessing business needs and adopting technologies to maximize the effectiveness of companies. However, over the years, the tremendous increase in the usage of internet and smart phones as well as the emergence of the SMAC phenomenon has created an ecosystem that drives business innovation through customer engagement. Consequently, organizations today are in need of Digital Enablement partners to help them develop a better understanding of their customers and effectively engage with them through various innovative digital channels. Acknowledging this need, Delhi-NCR headquartered Lumata Digital endeavors to transform the way enterprises engage with their customers by aligning them with a robust Digital Engagement Solutions platform.

Incepted in 2009, Lumata Digital has been at the forefront of providing digital solutions and services as well as marketing expertise to monetize data and enhance customer value through digital engagement. The company leverages Machine Learning Analytical Models that are built for various use cases, to create solutions with a deep understanding of customer behaviour as well as optimally utilize engagement channels to produce better results in the areas of Asset Monetization, Customer Services & Experience Management. "Our solutions are driven by a scientific approach towards data analytics and data modeling while taking customer preferences into consideration. The technology is backed by robust virtualized



Parag Grover,  
CEO

architecture which is horizontally & vertically scalable, thereby bringing enterprises an optimal TCO," affirms Parag Grover, CEO, Lumata Digital.

In order to assist enterprises in managing the complete lifecycle of digital services, subscriptions and charging lifecycles, Lumata Digital facilitates its customers with digiEnable, a platform that provides the ca-

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capabilities to handle around hundred million subscribers with complex subscription-based services. With a flexible service creation environment, digiEnable allows businesses, including Telcos and OTT players, to create various permutations and combinations of services and a mechanism to

charge their customers, thus enabling them to create new means of revenues. Furthermore, Lumata Digital has also designed a comprehensive Big Data Platform -digiEmpower, to help organizations gain multi-dimensional insights on their customers. As a platform which supports both unstructured and structured data, digiEmpower helps enterprises in ingesting huge amounts of consumers' transactional and social behavior data to generate a multidimensional Customer Profile.

In addition to serving as a Digital Enablement partner, Lumata Digital also supports its marketing customers with launching and managing personalized omni-channel targeted campaigns thereby maintaining long-lasting customer relationships across different market segments.

As part of digital transformation initiatives, Lumata Digital also helps enterprises harness the power of video engagement. This includes solutions that deliver personalized video bills, interactive gamified promotions and even helping enterprises in their recruitment process using video resumes.

Having specialization in both Digital Enablement and Marketing Services in the last 8 years, Lumata Digital has established a stronghold within this domain. The company intends to further grow organically & inorganically both in terms of revenue and geography, in the coming three years. On the technological front, Lumata has been working on developing new Business & IoT concepts which the company hopes will be immensely beneficial for the Digital Enterprises of the future. CR