

Leverage “Digital”

in Accelerating Business Growth and Efficiency

● Customer Reach Acceleration ●

Targetorate specializes in identifying and exploiting the key drivers in accelerating your customer acquisition journey by leveraging our 4-dimensional Customer Reach Acceleration (CRA) framework. Our flagship initiative provides an all-inclusive approach to help organizations find, reach, attract and engage their potential customers.

Go-To-Market Strategy



Digital Strategy



Digital Marketing



Customer Analytics



Our Offerings

Our 4-Dimensional

CRA Framework

Offerings

- › Products
- › Services
- › Solutions

Market Segments

- › Industries
- › Regions
- › Target segments

Revenue Streams

- › Cost based
- › Revenue share
- › Transaction based Referrals

Channels

- › B2B/B2C
- › Digital, BTL & direct
- › Govt./State
- › Partnerships & Alliances

Why Targetorate for CRA?

- › Improve Brand Recall
- › Improve Digital Metrics
- › Optimize Supply Chain
- › Generate Leads
- › Improve ROAS
- › Improve Customer Retention & Up-Sell

Success Story

Digital Rebranding and Marketing for US-based Data Analytics Organization

Client is a Data Management and Data Analytics solutions firm, headquartered in US. Our robust CRA program helped client rebrand their business, revamp digital presence, refine offerings, improve positioning and significantly increase their market outreach.

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