

About Us

Cognitive Convergence is a subject matter expert in Marketing Consulting for Tech Startup, SAAS/Cloud companies and software development houses / Consulting Houses. We have the dedicated, experienced and talented professionals who design, develop and deliver cutting-edge custom-made solutions. We focus on building long lasting relationship with clients as your business win is our drive.

Our vision is to help clients in creating a dominant online presence and developing meaningful relations with their target audience.

We help to

- ✓ Deliver measurable returns on your investment
- ✓ A detailed view of your target audience
- ✓ Analysis of your competitors
- ✓ Marketing goals and targets
- ✓ Marketing tactics and opportunities
- ✓ Reporting and tracking mechanisms
- ✓ Growth accelerator for startups
- ✓ Data-driven marketing
- ✓ Lead generation
- ✓ Inbound and outbound marketing
- ✓ marketing automation solutions
- ✓ Profiling your consumer personas, analyzing trends, tracking behaviors

Current Location: Lahore, Pakistan

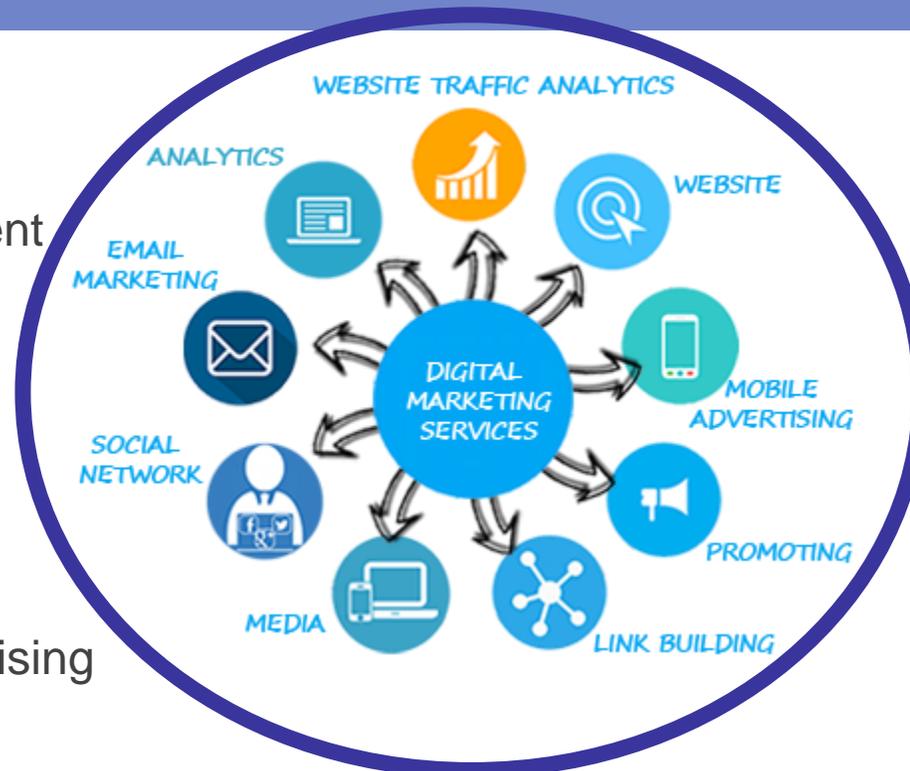
Planned Front-end Office: California/Washington States- USA



Our Services

Whether you need to build an entire marketing strategy from scratch or refine your approach, Cognitive Convergence's marketing consulting services will help to update your marketing efforts to provide best possible results. We provide the full suite of marketing consulting services including as per special needs of Tech Startup, SAAS/Cloud companies, software development houses / Consulting House.

- ✓ Strategic Marketing
- ✓ Marketing Project Management
- ✓ Persona Development
- ✓ Email Marketing
- ✓ Paid Search
- ✓ Web Development
- ✓ Programmatic Display Advertising
- ✓ Content Management



- ✓ Performance Analysis
- ✓ Sales And Marketing
- ✓ SEO
- ✓ Outsourced Marketing
- ✓ Conversion Rate Optimization
- ✓ Pay Per Click (PPC)
- ✓ Digital Marketing

Strategic Marketing

Your marketing strategy needs to be laser-focused to reach potential clients, bring in qualified leads and score valuable conversions. Cognitive Convergence's team of marketing consultants help tech companies craft a successful marketing program, campaign or strategy that is specifically built around the specifics of software industry.

We help to:

- ✓ Consider the latest changes and updates to the digital marketing landscape
- ✓ Leverage industry best practices to catch the most recent developments.
- ✓ Incorporates marketing strategy that is based on the most up-to-date engagement trends
- ✓ Make best use of search engine
- ✓ Generate qualified leads while leveraging sales data to inspire your next successful marketing campaign
- ✓ Setting achievable goals and objectives,
- ✓ Analyzing internal and external business factors,
- ✓ Accurate product launch planning
- ✓ Quantify progress
- ✓ Situation Analysis for Implementation and Control



Persona Development

The secret to successful marketing is get to know your customers. A customer persona is a documented representation of your core audience or audiences.

Our marketing experts have the skills and resources you need to establish a voice that connects with customers. We will help you to develop customer personas which can drive the marketing efforts of Tech companies from outreach strategies to content creation.

Our Strategy

- ✓ Regularly perform considerable research
- ✓ Define key customer demographics to target potential buyer and influencer personas.
- ✓ Use diligent and time-tested processes
- ✓ perform an in-depth analysis of your audience
- ✓ Use a robust set of analytics and reporting tools
- ✓ Optimize website around your customers
- ✓ Make genuine connections with customers to encourage productive long-term relationships

Our Process

- ✓ Onboard - identify any obvious needs or desires by establishing your business and marketing goals
- ✓ Develop – persona and keyword research, competitive analysis, content analysis, etc.
- ✓ Integrate and Report - content development, SEO, useful messaging and marketing tactics

What Are Your Customers' Needs?

Customer Personas

How Can You Address Their Needs and Concerns?

What Are Your Customers' Concerns?

Email Marketing

Approximately 3.9 billion tech houses use email everyday for communication purposes. When it comes to generating and converting leads, there isn't a more powerful digital marketing tactic than email marketing.

We will help you:

- ✓ Connect with different audiences to expand your business reach
- ✓ Email marketing performance audit and strategy
- ✓ Facilitates precise email segmentation
- ✓ Includes basic analytics, such as click rates
- ✓ Provides better control on email copy and sending frequency
- ✓ Boasts A/B testing capabilities
- ✓ Links drip marketing campaigns with other tools
- ✓ Enables email personalization
- ✓ Campaign Design and Deployment
- ✓ Ongoing List Maintenance
- ✓ Email Automation Strategy



Web Development

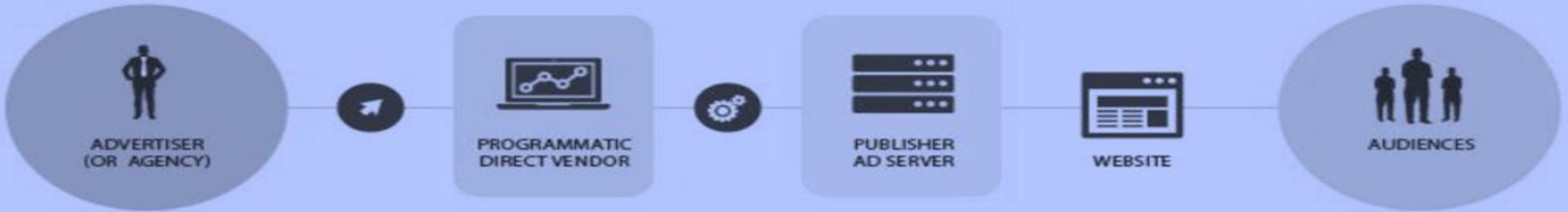
Your company's website is the centerpiece of the entire digital marketing strategy. However, only fully optimized website will produce the best results. We offer website audit services that runs

- ✓ A comprehensive analysis of your site's performance
- ✓ Inspecting factors that impact search ranking,
- ✓ Domain authority
- ✓ Build user experience.

By having these insights, we guide website redesign efforts to increase online visibility of Tech Startup, SAAS/Cloud companies, software development houses / Consulting House. We will help you to:

- ✓ Rank higher for search queries
- ✓ Support the customer journey from one end to the other
- ✓ Implementation of designs
- ✓ Maintenance and support
- ✓ Wix, GoDaddy consultancy
- ✓ Build professional website designed to maximize customer conversion
- ✓ Search Engine Optimization (SEO) and site maintenance
- ✓ Optimize page experience
- ✓ Copywriting
- ✓ Provide Responsive Web Design





Programmatic Display Advertising

With more and more businesses expanding their paid search budgets, it's getting increasingly difficult to find true value from your campaigns. Programmatic display is an automated form of purchasing display inventory that cuts out the manual work and makes it possible to dedicate more time to analysis and strategic optimizations.



We design organic strategies that deliver results. Our services includes:

- ✓ Optimized campaigns
- ✓ Advertising with niche precision
- ✓ Leverage Data Management Platforms

Our strategy

- ✓ Manage every arrived customer
- ✓ Send the ad dimensions to a supply-side platform (SSP)
- ✓ Examine the user cookies
- ✓ Evaluate the information collected
- ✓ Bid and choose the highest bidder
- ✓ Instruct the SSP to deliver the advert to the end user



Sales And Marketing

At the core of your brand image, lies your sales and marketing consultancy team that can be transmuted into a superpower

We develop and execute marketing strategies that help organizations realize their potential. We will help to:

- ✓ build sustainable competitive advantage
- ✓ Choose direction to drive revenue, market share, or profitability
- ✓ Create a compelling value proposition
- ✓ Effective business model to efficiently deliver distribution, drop size, and service level targets
- ✓ Focus on to activate consumers and increase sales and profitability
- ✓ Provide Strong and transparent technical base
- ✓ Perform Commercial Due Diligence
- ✓ Follow Marketing & Trade Marketing Organization Design
- ✓ Adopt Go-to-Market Strategy



Conversion Rate Optimization

Conversion optimization, is the systematic process of testing and optimizing your website elements

Our consultants will facilitate you to:

- ✓ Build effective digital marketing sites to improve sales
- ✓ Assess company website sales channels
- ✓ Establish control webpages
- ✓ Maximize the site for higher sales percentage, sign-ups, and other interactions
- ✓ UX Audits
- ✓ Conversion Path Analysis
- ✓ Customer Journey Mapping
- ✓ Conversion Rate Improvement
- ✓ Perform A/B Testing
- ✓ Enhance Click-through Rate (CTR)
- ✓ Reduce bounce rate

Column, bar, and pie charts compare values in a single category, such as the number of products sold by each salesperson. Pie charts show each category's value as a percentage of the whole.

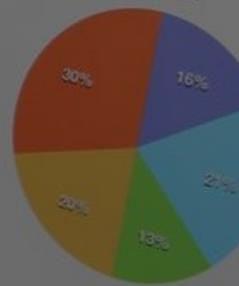
PARTICIPANT

Andy
Chloe
Daniel
Grace
Sophia

Column Chart



Pie Chart



Pay Per Click

We increase your brand outreach in hard-to-reach targets. PPC has immediate results and boosts sales during competitive periods



Campaign

The elements of PPC includes the campaign, group of Ad, best keywords, text for the ads, landing pages and much more.



Ad Group

The Ad Group - An ad group is a group of ads related to a campaign.



Our Technique

Our provision of services is driven by two critical success factors: data insight and deep integration with search and paid media activity.

PLAN

PRODUCE

PUBLISH

PROMOTE

New Visitor



Photo Upload

Likes/Followers



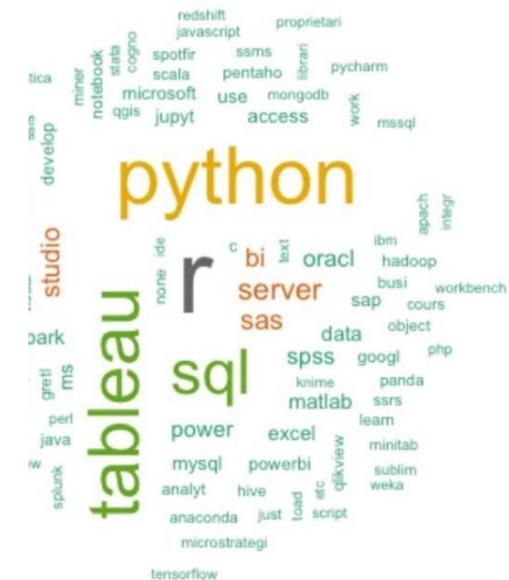
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Marketing Consultancy for Tableau consulting companies

Areas covered by us:

- ✓ Structuring Data - structure data for analysis, Data Preparation, cleaning dirty data, structuring ill formed data, combining multiple sets of data, improve speed and efficiency.
- ✓ Data Visualization - sorting, comparing and analysing data through interactive graphs and charts in Dashboards.
- ✓ Tableau Prep - cleaning, automating, administering and sharing of data, Share data flows
- ✓ Tableau CRM - end-to-end analytics solution, Automate actions, Predictive Analysis using Einstein Analysis.
- ✓ Tableau Integration - Tableau Data Connectivity to variety of data sources
- ✓ R Integration - statistical analysis, machine learning packages
- ✓ Tabpy - data exploration and visualization with data science logic
- ✓ Connector SDK - connect ODBC or JDBC driver
- ✓ Web Data Connector - connect to data sources accessible over web
- ✓ Document API - Programmatically modify Tableau files.
- ✓ Extension API - extension to integrate and interact with other application in Tableau
- ✓ Hyper API - Automate custom extract, transform and load (ETL) processes
- ✓ JavaScript API - embed Tableau visualization in web applications.
- ✓ MetaData API - Perform impact analysis, track relationships between content and external assets
- ✓ Tableau Server Client - Connect Tableau server to python using Personal Access Token.
- ✓ Rest API - customized custom applications, script interactions.
- ✓ Webhooks API - notify when triggering a workflow using HTTP and JSON
- ✓ Mobile App Bootstrap - stay signed in to Tableau Servers, embed Tableau content, embed the Tableau content



Why Select Us?

Our strategy includes:

- ✓ Make Data-Driven Decisions
- ✓ Develop a Customer-Centric Mindset
- ✓ Outpace the Competition
- ✓ Improve Conversion Rates Marketing Results
- ✓ Highlighting unique value propositions
- ✓ Adapting to changing consumer demands and online habits



Triggered Results



Optimization Excellence



Strategically Technological



Progress Visibility



Transparent Reporting



Timely Delivery



High Quality Services & Standards



Great Designs



Consulting services of Cognitive Convergence for Marketing Consultancy offers strategic opportunities to clients, investors, and partners that are:

- ✓ Unique and industry defining
- ✓ Mutual interest centric business approach
- ✓ Significantly enhance company's footprint
- ✓ Grow revenues by entering new and exciting **Technology Domains, App development ideas, Solution Development, and Joint venture** projects based on **social media strategies**.
- ✓ Wants to have strong Financial Empathy with customers by understanding their financial model and changing billing based on financial limitations, needs, patterns of clients.
- ✓ 1st mover advantage with
 - ✓ Talent: 100%
 - ✓ Timing: 100%
 - ✓ Technology: 100%
 - ✓ Technique: 100%



Thank you

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