



Case Study: Dedicated Research & Content Support for a leading Online Media portal

Client Description	The client is a leading online media portal with focus on financial services outsourcing
Client's Requirement & Objectives	<ul style="list-style-type: none">▪ Gain visibility in the financial services sector by providing up to date content via its portal▪ Design & development of high value research reports▪ Support for organizing events on a global scale▪ Expand business relationships
infoAnalytica's Role	<p>infoAnalytica plays a key role in assisting the client to deliver valuable content and insights by proving the following services:</p> <ul style="list-style-type: none">▪ Content support that includes reporting of latest news, perspectives, events, commentaries, newsletters, press releases, etc. around the client's focus industry▪ Key vendor analysis and background information▪ Market analysis▪ Marketing collateral▪ Event support through content and social media marketing▪ General and customized research reports through extensive primary and secondary research
Solution & Deliverables	<ul style="list-style-type: none">▪ Extensive portal content support on day-to-day basis▪ Delivery of high quality customized research reports on regular basis for the client's client▪ Provide marketing support to create visibility▪ Assist in organizing events viz. annual conferences, summits, forums, excellence awards and round-tables, etc.
Value Proposition	<p>Complete back-end content and marketing support provided by infoAnalytica has provided the client with many benefits:</p> <ul style="list-style-type: none">▪ Gained credit and recognized as a pioneer in the industry▪ Increase in the number of visitors to its online portal▪ Acclamations for its valuable perspectives, industry insights and research reports▪ The client's clients look forward to their events as it provides a common platform for industry thought leaders to share expertise and gain better outlook of their industry