

Market leading 2W OEM – created digitized lead management engine leveraging partnerships and advanced analytics to augment market share

Situation

- **Market leading 2W OEM in Asia** with over \$10 Bn in sales across multiple products in bike and scooter segments
- **Losing ground** in fastest growing scooter segment slipping to 4th position
- **Significant challenges in lead management** with low shares of awareness in new age urban media and poor lead conversion rates in traditional lead channels

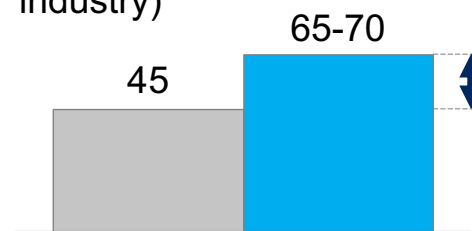
What we did (video on next slide)

- **Developed digital lead generation engine** to augment online leads by 60% that account for 40% scooter awareness:
 - Partnered with leading 2W portals increasing lead generation by 20%
 - Achieved global benchmarks of SEO against global A&A leaders &
 - Optimized UI/ UX of OEM website increasing portal leads by 2x (MDL)
- **Improved lead conversion by 30%** by identifying and targeting high incidence profiles through tailored pitches:
 - Created customer profiles using advanced analytics & prioritized based on conversion
 - Developed customized pitches by overlaying MR and variables that determine buying behavior
 - Developed 'Virtual Sales Coach' app that provided DSEs these pitches using basic customer information

Impact

- **Expected rise to 2nd position in market** by increase of 5-6% market share in 2 years

- **Lead generation uplift expected** (awareness/industry)



- **Lead conversion** (sales/awareness)

