

Partner Finder

Making it easier for prospects to find your business

Needle in a haystack

With 80,000 digital partners worldwide, organizations looking for an agency, consultancy, or systems integrator to advance their digital transformation struggle to create qualified short-lists. Without a go-to directory or clear differentiation amongst the options, technology and services buyers spend weeks searching for potential partners, but to little avail. These buyers often heed the recommendation of a colleague or technology vendor, but we don't believe that is the optimal path to a best-fit partner.

DCG's Partner Finder is built to solve this problem. **Partner Finder exposes digital partners to prospective buyers, and it helps buyers make informed choices when short-listing digital partners.** Partner Finder will be THE way to find and select digital partners in 2018.

Help organizations find you

Partner Finder allows buyer organizations to find and short-list prospective partners by:

- Partner type (SI, digital agency, MarCom / PR, etc.)
- Product expertise
- Competencies (eCommerce, content strategy, etc.)
- Industry vertical expertise
- Geography, country, city
- Size
- and more.

Buyers use filtered searches to get lists of matching partners, then sort and expand the partner profiles to read information that is relevant to their short-listing process. They then have an option to reach out to the partner via Partner Finder, or even provide feedback if they have worked with them before.

Partner Name	Partner Type	Scope	Location
Heineken Digital	Digital Agency	Global	New York
Luma Labs	Digital Agency	Regional	Venice
Infosys	Digital Agency	Global	Bangalore
Grey	MarCom / PR Firm	Global	New York
Ogilvy	MarCom / PR Firm	Global	New York
Copple	Digital Agency	Global	London

Two types of Partner profiles

Digital Partners can participate by creating one of two types of profiles, Basic or Premium. Basic Profiles are **free**, while Premium Profiles cost \$1,200 per year.

Basic Profiles:

Can be filtered / searched by the following:

- Partner type
- Product expertise
- Size / employee count
- Scope / Location

Also contains the following information in the profile:

- Partner overview
- Founding Year
- Revenue
- Office locations (up to 100)
- Feedback button (for customers to complete a VOCalis feedback survey)

Premium Profile:

Can be filtered / searched by the following:

- All the Basic Profile filters, plus...
- **Industry verticals**
- **Competencies**

Also contains the following information in the profile:

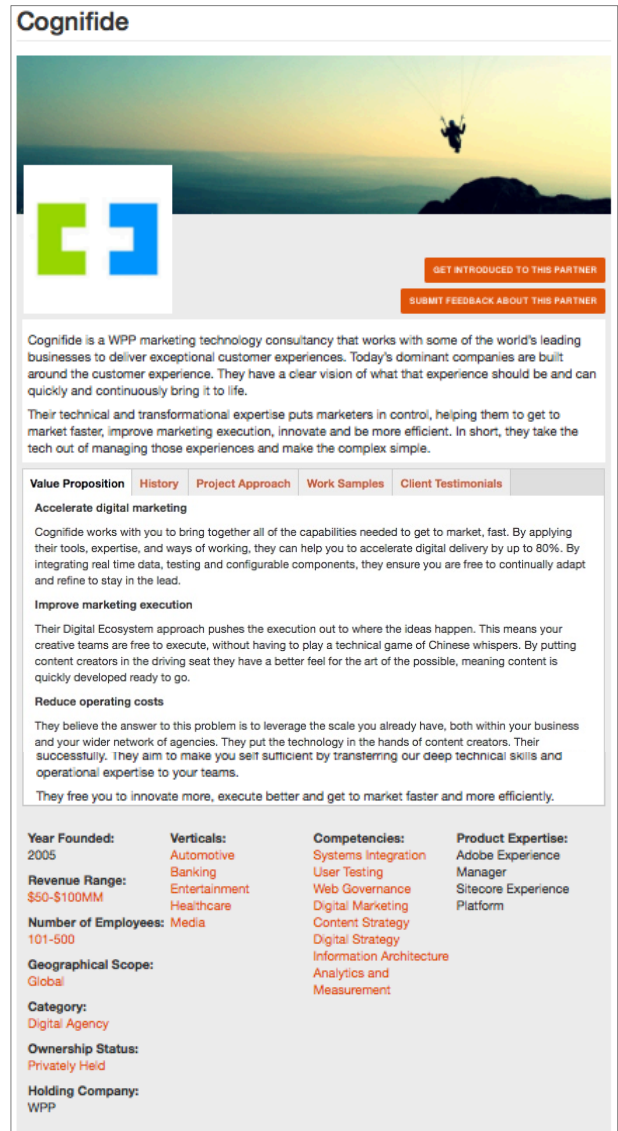
- All the Basic Profile elements, plus...
- **“Get Introduced” CTA** to contact the partner
- **Customer Testimonials**
- **Work Samples / Case Studies**
- **Value Proposition**
- **Project Approach**
- **Partner History**

Also, Premium profiles are prioritized in the search results.

Getting Started

It's easy to be included in Partner Finder. If you want to create a Basic Profile, it's free! Just visit the marketplace at www.partnerfinder.com and click on [Get Listed](#) under the For Partners section of the site.

To get the higher visibility and findability of a Premium profile for only \$1,200, please complete and return the [Premium Profile Agreement](#). Once we receive the completed Agreement and payment, you will receive step-by-step instructions to create your profile.



Cognifide

GET INTRODUCED TO THIS PARTNER
SUBMIT FEEDBACK ABOUT THIS PARTNER

Cognifide is a WPP marketing technology consultancy that works with some of the world's leading businesses to deliver exceptional customer experiences. Today's dominant companies are built around the customer experience. They have a clear vision of what that experience should be and can quickly and continuously bring it to life.

Their technical and transformational expertise puts marketers in control, helping them to get to market faster, improve marketing execution, innovate and be more efficient. In short, they take the tech out of managing those experiences and make the complex simple.

Value Proposition History Project Approach Work Samples Client Testimonials

Accelerate digital marketing

Cognifide works with you to bring together all of the capabilities needed to get to market, fast. By applying their tools, expertise, and ways of working, they can help you to accelerate digital delivery by up to 80%. By integrating real time data, testing and configurable components, they ensure you are free to continually adapt and refine to stay in the lead.

Improve marketing execution

Their Digital Ecosystem approach pushes the execution out to where the ideas happen. This means your creative teams are free to execute, without having to play a technical game of Chinese whispers. By putting content creators in the driving seat they have a better feel for the art of the possible, meaning content is quickly developed ready to go.

Reduce operating costs

They believe the answer to this problem is to leverage the scale you already have, both within your business and your wider network of agencies. They put the technology in the hands of content creators. Their success story. They aim to make you self sufficient by transferring our deep technical skills and operational expertise to your teams.

They free you to innovate more, execute better and get to market faster and more efficiently.

Year Founded: 2005
Revenue Range: \$50-\$100MM
Number of Employees: 101-500
Geographical Scope: Global
Category: Digital Agency
Ownership Status: Privately Held
Holding Company: WPP

Verticals: Automotive, Banking, Entertainment, Healthcare, Media

Competencies: Systems Integration, User Testing, Web Governance, Digital Marketing, Content Strategy, Information Architecture, Analytics and Measurement

Product Expertise: Adobe Experience Manager, Sitecore Experience Platform