

## **Sify Data Center Marketing Campaign**

August 23 – March 24

### **Advertising**

Print

Digital

Magazine Distribution

### **Awards**

BusinessWorld Merit Awards 2024 for best B2B Campaign - Bronze

## Executive Summary

**We used creativity, high-value keywords, high-intent discovery content, hyper-targeted client acquisition strategy- contributing to 1000%\* higher engagement**

### Objective of the campaign:

- A. Sify was not perceived as a category leader in the Data Center business. Even though Sify founded the first commercial data center in India 23 years ago. We needed to build a recall in the minds of our target audience that not only were we the first, but we are also one of the largest in the country.
- B. Educate business decision-makers about Sify's robust strengths and capabilities, emphasizing our national presence with 14 data centers, positioning it as a formidable player in the market.
- C. Highlight Sify's ongoing expansion and investment in the India to establish cutting-edge, eco-friendly green data centers, boasting over 350MW of IT power nationwide by 2025, solidifying our position as a leader in the industry.

**Call To Action (CTA):** Sign up for the visit;

**Target Audience:** CIOs/IT Managers/I&O Leaders/ Service Desk Heads;

**Target Segment:** Upper mid-market/Enterprise (3.5 K employees & above)

**Context and the Planning:** A data center is the most critical component for any enterprise's digital landscape. And everyone was trying to grab a bigger slice of the pie without any clear-cut distinction in their offerings.

Here is a quick snapshot of the Top Players other than Sify in the Data Center market and their brand messaging.

- CtrlS – Asia's largest rated 4 hyperscale data center
- NetMagic- The best data center in India
- Nextra – Future-ready hyperscale data center
- Yotta – Hyper Scale. Hyper Savings.

**Therefore, in an industry where everyone has similar competencies, how do you stand out?**

The data center market was a lot like what the PC market used to be like. Everyone was present in the market without anything that made them unique or distinctive.

Sify Technologies on the other hand had the unique distinction of having created India's digital infrastructure backbone some 23 years ago. Apart from being an early entrant in this space, Sify is a brand known for its managed services for both data center and network – all supported by deep industry expertise, innovation and solutions. We have been trusted by the leading enterprises across varied industries like BFSI, manufacturing, public sector etc. across industries for more than two decades. Which is why Sify stands out in the market as an undisputed leader in the enterprise ICT space.

We defined our Target Cohorts comprising of C level executives and mapped their online and offline media consumption behavior. Treating it as a brand lift campaign, we carefully planned an extensive and hyper-targeted omnichannel outreach. We further shortlisted leading business and tech media platforms and chose premium ad placements, innovation like the Total Cost of Ownership (TCO) calculator and F2F industry events to draw and engage quality business decision makers to the max.

**Strategic approach:** With an appreciation of Sify's exceptional execution in establishing India's first commercial Data Center, we delved into our client base to unearth fresh insights. We discovered a longstanding relationship with over 1000 enterprise customers, predominantly comprising top-tier entities across various sectors, including leading banks, OTT and social media platforms, and healthcare providers, among others, all of whom rely on Sify's Data Center services.

Our communication strategy aimed to position Sify as the premier Data Center provider in India by showcasing the enduring trust placed in it by the top 5 players across industries over the past 23 years.

Brand trust is the potent, commanding idea that a brand has its customers' best interests in mind, and that the brand will consistently deliver on its promise. Brand trust is a feeling of security that a brand will meet your expectations.

Recognizing that mere claims of trust would fall short, we sought compelling reasons to believe and anchored our campaign around them.

## **The creative concept:**

### **TRIED. TESTED. TRUSTED.**

When it comes to digital infrastructure, businesses rely on Sify.

It encapsulates the essence of Sify's reliability in providing digital infrastructure solutions, conveying a message that businesses depend on Sify with confidence.

### **We put idea to work and reached out to CXOs**

We used creativity, high-value keywords, high-intent discovery content, hyper-targeted client acquisition strategy- contributing to 1000%\* higher engagement

- We raised the business decision maker's awareness about Sify's strengths and capabilities
- Quadrupled traffic and form-fills to the website through search and discovery
- Created TCO calculator to increase the dwell time on the website
- Used proprietary and third-party tools to map their content consumption journeys and then ran ads on high-intent business publishers online
- We then used these leads to nurture them offline through F2F meetings, events and webinars
- We sent personal copies of business magazines, that carried our feature, to our existing clients

**Tried. Tested. Trusted.**

For over 22 years now  
India's leading digital infrastructure partner

Sify, India's first commercial Data Center provider empowers over 600 premier enterprises, top banks, digital wallets, NBFCs, global OTT players and social media networks to fast-track their digital aspirations.

**Top 6 reasons to choose Sify Data Centers**

<b>Sustainability</b> 11 pan-India Data Centers with 1300 MW IT power to add 350 MW by 2025	<b>Sustainability</b> 2200 MW Green power currently contracted	<b>Reliability</b> Operational excellence with 99.999% uptime
<b>Agility</b> End-to-end managed services across DC, Hybrid & Multi-Cloud Platforms	<b>Connectivity</b> Truly carrier-neutral and rich interconnect ecosystem	<b>Visibility</b> AI/ML driven intelligent analytics for informed decisions

Sify is your digital bridge for transformation, built on our world-class digital IT infrastructure, digitized services & core digital platforms.

Remagine your Data Center experience

Sify Data Centers • Mumbai • Noida • Chennai • Hyderabad • Bangalore • Kolkata

**Global OTT player and Social Media Network rely on Sify Data Centers to connect billions of users**

In the dynamic world of OTT platforms and social media networks, speed and data are everything. Seamless streaming, real-time interactions, and following enormous content are paramount. Sify's pan-India Data Centers and network footprint, along with Cloud and CDN solutions, offer a secure and scalable infrastructure so that you never miss out on your favourite shows and always stay connected with your social circle.

**Top 6 reasons to choose Sify Data Centers**

<b>Sustainability</b> 11 pan-India Data Centers with 1300 MW IT power to add 350 MW by 2025	<b>Sustainability</b> 2200 MW Green power currently contracted	<b>Reliability</b> Operational excellence with 99.999% uptime
<b>Agility</b> End-to-end managed services across DC, Hybrid & Multi-Cloud Platforms	<b>Connectivity</b> Truly carrier-neutral and rich interconnect ecosystem	<b>Visibility</b> AI/ML driven intelligent analytics for informed decisions

**Tried. Tested. Trusted.**

For over 22 years now  
India's leading digital infrastructure partner

Remagine your Data Center experience

Sify Data Centers • Mumbai • Noida • Chennai • Hyderabad • Bangalore • Kolkata

**India's top 5 banks know they can bank on Sify Data Centers**

The BFSI industry is the backbone of any economy and is responsible for enormous and sensitive data. Sify is proud to equip them with a robust digital IT infrastructure to remain compliant and streamline operations with 24x7 availability in the most secure environment.

**Top 6 reasons to choose Sify Data Centers**

<b>Sustainability</b> 11 pan-India Data Centers with 1300 MW IT power to add 350 MW by 2025	<b>Sustainability</b> 2200 MW Green power currently contracted	<b>Reliability</b> Operational excellence with 99.999% uptime
<b>Agility</b> End-to-end managed services across DC, Hybrid & Multi-Cloud Platforms	<b>Connectivity</b> Truly carrier-neutral and rich interconnect ecosystem	<b>Visibility</b> AI/ML driven intelligent analytics for informed decisions

**Tried. Tested. Trusted.**

For over 22 years now  
India's leading digital infrastructure partner

Remagine your Data Center experience

Sify Data Centers • Mumbai • Noida • Chennai • Hyderabad • Bangalore • Kolkata

www.economicstimes.com

**Tried. Tested. Trusted.**

For over 22 years now  
India's leading digital infrastructure partner

Know more

THE ECONOMIC TIMES tech

English Edition • | 09 August, 2023, 04:33 PM IST | Today's Paper

Home | ETPrime | Markets | News | Industry | Rise | Politics | Wealth | Mutual Funds | Tech | Careers | Opinion | NRI | Banache | ET NOW | Spotlight

Web Stories | Information Tech (IT) | Tech & Internet | Funding | Startups | Tech Bytes | Newsletters | Blogs & Opinion | Economics & Insurance

Business News | Tech

**Tried. Tested. Trusted.**

For over 22 years now  
India's leading digital infrastructure partner

Know more

**Global OTT players rely on Sify Data Centers for on time content delivery**

Tried. Tested. Trusted.

For over 22 years now  
India's leading digital infrastructure partner

Know more

**India's top 5 banks know they can bank on Sify Data Centers**

Tried. Tested. Trusted.

For over 22 years now  
India's leading digital infrastructure partner

Know more

Cloud Digital Data Centers Networks sify Integration Security Marketplace About Sify

**Make a wise choice between Colo & On-Prem**

Calculate your Savings

Assess the cost variances between On-Premises infrastructure and Colocation services provided by Sify, enabling you to make an informed decision regarding potential savings. Take advantage of Sify's Total Cost of Ownership (TCO) Calculator, which offers a comprehensive breakdown of expenses such as Data Center costs per rack, power consumption, and contract terms.

Fast track your data center journey now **CONTACT US** Currency: ₹

Number of racks: 76 (range 1-100)

Rated power per rack (in KVA): 10 (range 3-15)

Contract term (in years): 5 (range 1-10)

<b>On-Prem Calculator</b> Initial Capital Expenditure: ₹29,35,30,983 Operating Charges per annum: ₹14,53,61,078 Total On-Prem pricing for 5 year(s): ₹1,08,08,53,468	<b>Colo Calculator</b> Annual Colocation cost: ₹10,12,33,762 TCO for 5 year(s): ₹50,14,07,592	<b>Total Savings</b> ₹57,94,45,876 54% It takes approximately 20.37 years for operating expenses on On-Premises to achieve parity with Colocation expenses.	<b>Assumptions</b> Approx. MEP Cost per KW excl. land cost: ₹4,50,000 Operations & Maintenance Costs: 7% Passive Cabling and Network related Costs: 5% Personnel Costs: 6% Monthly Rent (per Sq Ft): ₹11 Contract Term: 5
---	---	--	---

## Effectiveness of Our Work

### Website Analytics

Total Visit:

23.6K (growth of 994%\*)

Avg. Visit Duration

04.15 sec (growth of 264%\*)

Number of Sessions

160,711 vs 22,038 (growth of 629%\*\*)

Number of users

125,300 vs 15,548 (growth of 706%\*\*)

Engaged Sessions

61,569 vs 12,763 (growth of 382%\*\*)

### Marketing Campaign Metrics

Digital Impression

38.1M

Magazine Readership Covered

87.4M

### Social Media Data (Linkedin)

Total Posts – 70+

Impressions – 0.36M+

Engagement – 66K+

Engagement Rate – 18%+

Total Followers added – 10K+

Target	Visits	Unique Visitors	Purchase Conv...	Pages / Visit	Avg. Visit Duration
<a href="#">sify...ta-center/</a>	23.6K ↑994.12%	13.4K ↑317.27%	n/a	1.6 ↑63.73%	04:15 ↑264.29%
<a href="#">nextra.in</a>	15.4K ↓61.35%	14K ↓61.23%	n/a	2.6 ↑68.78%	02:57 ↓69.85%
<a href="#">ctrls.in</a>	292.3K ↑107.36%	235.6K ↑150.36%	n/a	2.4 ↑9.14%	05:02 ↓50.73%
<a href="#">yotta.com</a>	118.9K ↑2.41%	68.8K ↓17.48%	0.04% ↑61.83%	3.2 ↑60.16%	09:51 ↑24.95%
<a href="#">ntt...global/en/</a>	744.2K ↑2.44%	503.2K ↓13.44%	n/a	1.8 ↓1.02%	03:26 ↑36.42%

Sify DC subdomain overall web traffic analysis vs competition - Apr 23- Mar 24

