

IHS Markit Year-In-Review

2021 Accomplishments
& 2022 Goals Planning

demandlab



Today's **Agenda**

IHS Markit Overview
2021 Projects Summary



Accomplishments
Highlights by Business Unit

Best Practices
Success Factors

2022 Goals
Content Creation, Mapping & Migration

IHS Markit Overview



2021 Content Projects Summary



Achievements **Summary**

Most Strategic Content:

- PRC & IS&GI+ECR
 - 9 combined strategic messaging projects

Most Awareness-Focused:

- Solutions & Info. Services
 - 17 combined thought leadership assets and cross-collaborative strategic messaging docs

Most Customer-Centric:

- IS&GI+ECR & PRC
 - 16 combined educational and journey-nurture campaign projects

9
**Strategic
Messaging
Docs**

63+
**Content
Projects**

9
**Engagement
Campaigns**

**Business
Units Cross-
Pollination**

45
**Thought
Leadership
Blogs**

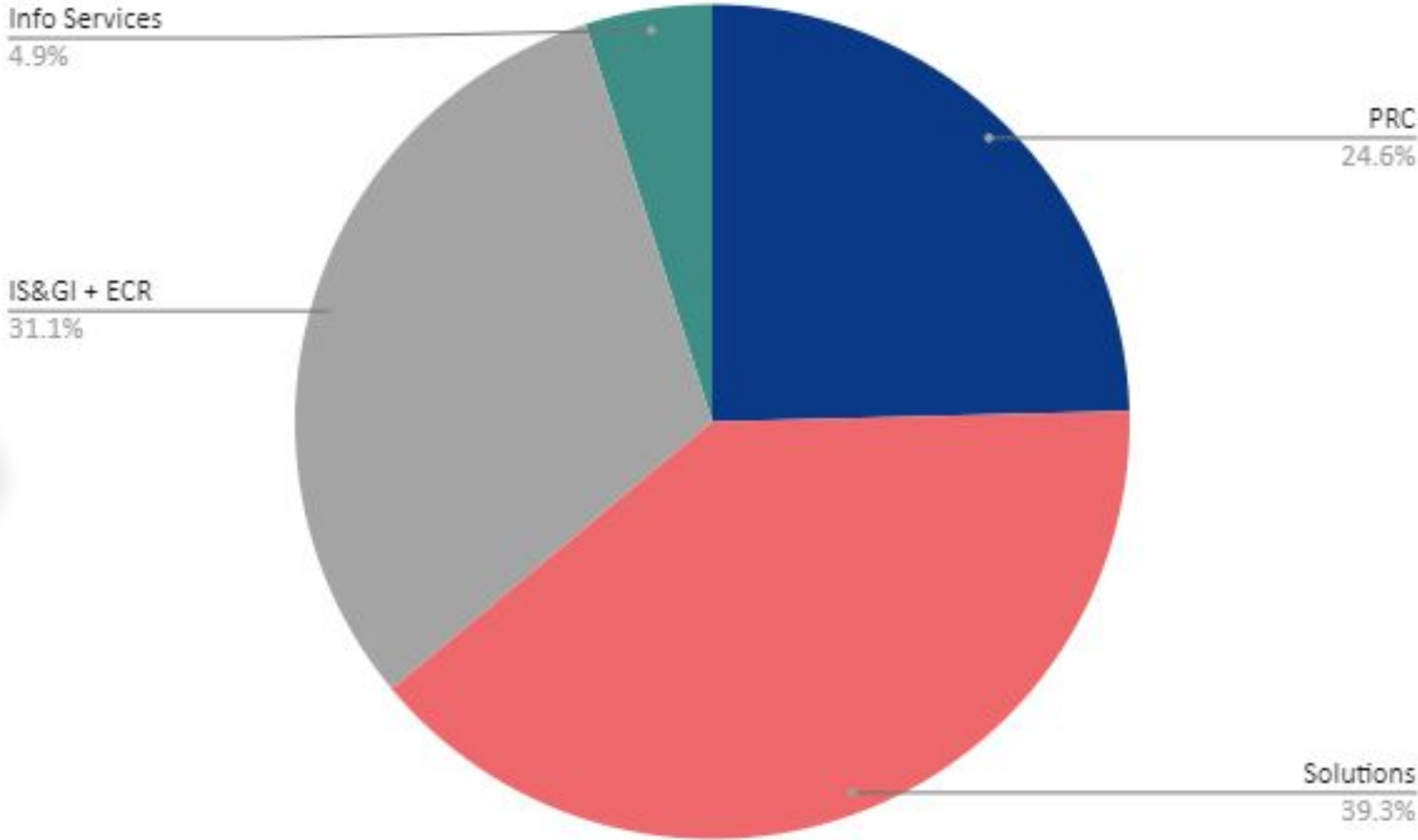
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**Sales
Enablement
Pcs.**

Monthly Content Projects Started

Monthly Projects Kicked-Off by B.U.



Projects **by Business Unit**



Accomplishments



Highlights by Business Unit



Solutions

Business Unit



Solutions Content



ESG - Private Markets

1. ESG Data Management blog
2. SuperTechnology ESG blog
3. Private Markets ESG blog #1: How ESG is impacting alternative asset investing
4. Private Markets ESG blog #2: Creating and reporting on ESG impact in private markets
5. Private Markets **Connectivity Video Script**
6. Private Markets **ROI Study** blog
7. Private Markets - Hedge Fund Private Assets blog

EDM

1. EDM - Maritime/Build-or-Buy blog
2. OSDU blog (EDM for Energy) blog
3. EDM professional services blog
4. EDM business case blog
5. EDM Business case and change management blog
6. EDM SaaS **white paper**

OTHER

1. Solutions **case study**
2. Transcription: Tullow case study
3. Women in Data & Tech Awards blog
4. SuperTechnology LP Tech blog
5. SuperReturn private debt blog
6. Loan Platform blog - 2
7. PEStack blog
8. iLEVEL **ROI study**
9. Allianz transcription
10. thinkFolio/Cloud Attribution partnership news
11. Port State Control (PSC) interview

Solutions Content **By Project**

67% 16 Thought Leadership Blogs

29% 7 Educational & Nurture Assets

4% 1 White Paper

24 content projects in 2021

Platforms & Regulatory Compliance

PRC Business Unit



Securities Processing

1. Securities Processing email drip **campaign**
2. Securities Processing factsheet

KY3P CPO

1. KY3P/CPO **messaging**
2. KY3P CPO sell-sheet
3. CPO advertising for Haymarket
4. CPO - TPRM blog
5. CPO - email drip **campaign**

New PRC Tax Reconciliation Solution

1. *Product **messaging** (*in-progress)
2. Fact Sheet
3. Blog (*in-progress)

OTHER

1. PRC Managed Services blog
2. AVS factsheet
3. Tax webinar takeaways blog
4. *Counterparty Manager/Product Certificate Compliance **messaging** and collateral (*in-progress)
5. *Custodian **messaging** & assets (*in-progress)



PRC Content **By Project**

27% 4 Strategic Messaging Docs. 

27% 4 Thought Leadership Blogs

20% 3 Nurture Campaigns &
Adv Engagement Pcs.

26% 4 Sales
Enablement Pcs.

15 content projects in 2021

Issuer Services & Global Insights + Economics & Country Risk

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IS&GI + ECR Business Unit



IS&GI + ECR Content



Capital Access

1. **Messaging**
2. Landing page
3. Video script
4. Brochure

POLI

1. POLI - blog1 (continuation of planned work)
2. POLI - blog 2
3. POLI - blog 3
4. POLI - email nurture **campaign**
5. POLI social media **campaign** content to complement

Supply Chain

1. Supply Chain - **campaign** emails and blurbs
2. Supply Chain video + graphics
3. Supply Chain **messaging**

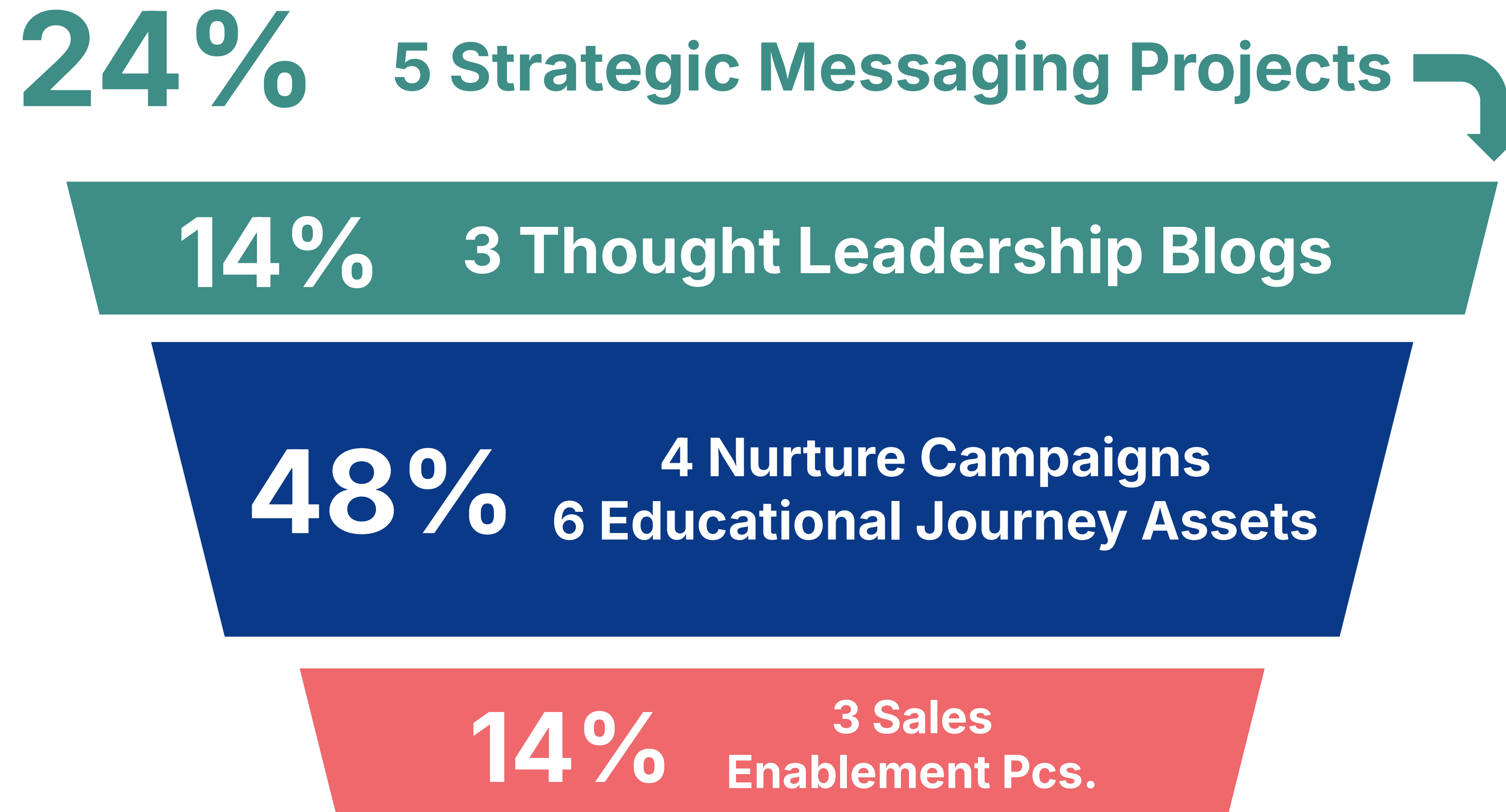
Foresight

1. Foresight email nurture **campaign**
2. Landing pages
3. Foresight Q1 **messaging**

OTHER CONTENT PROJECTS

1. Geopolitics Conference naming
2. New Market Entry - brochure
3. Issuer Solutions **pitch deck**
4. Investment Manager Index - Financial Svc. webpage
5. Cities **messaging**
6. *ESG **messaging** development - Issuer Solutions (*in-progress)

IS&GI + ECR Content **By Project**



21 content projects in 2021

Information Services

Business Unit



In-Progress Oct - Dec

- Initial Margin **Campaign**
- Cryptocurrency **Messaging**
- Global Markets Group blogs



Info. Services **By Project**

33% 1 Strategic Messaging Project 

Themed Awareness Content

33% Educational Group Blogs

33% Enablement Assets

3 content projects in 2021

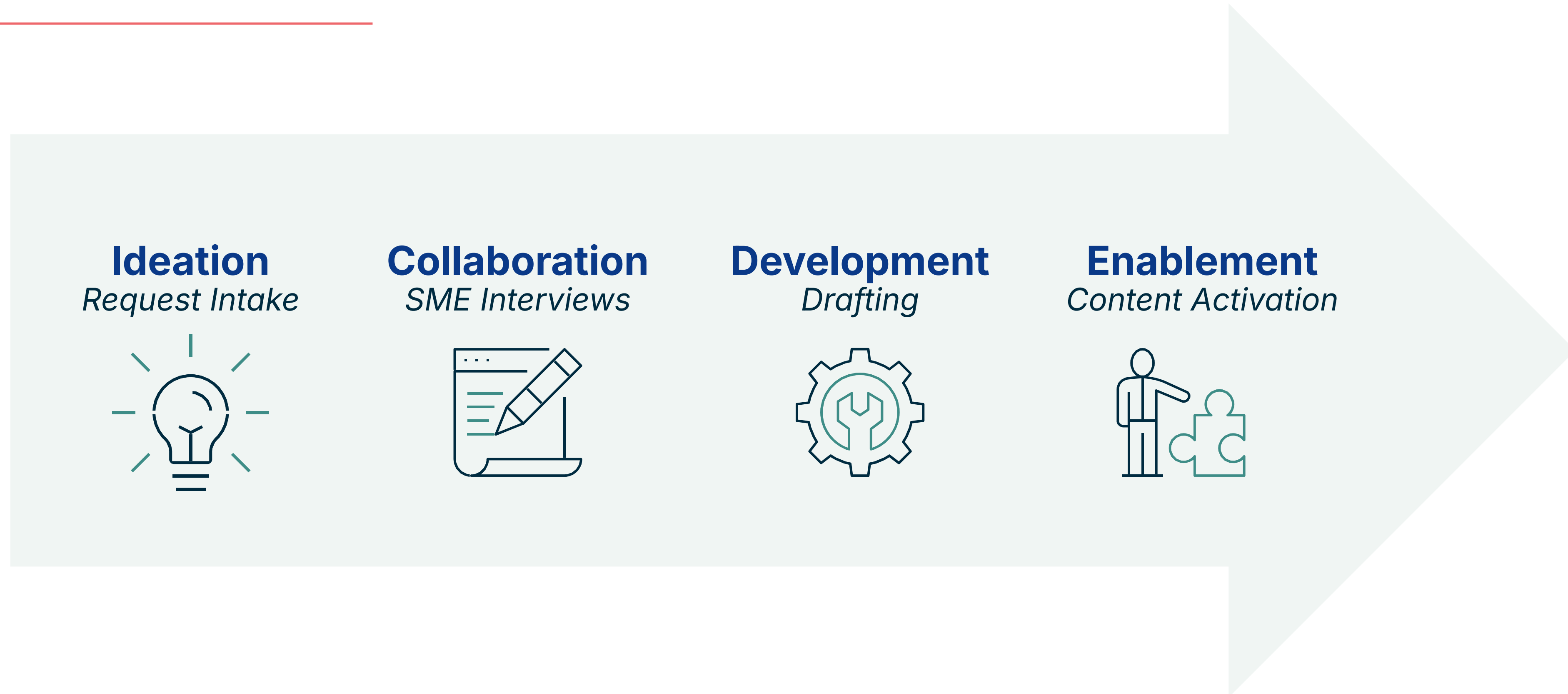
Best Practices



Success Factors



Our Process



We have designed a process unique to IHS Markit for methodically developing **foundational messaging** to create consistent language and **cohesive customer journeys** across thought leadership content.

Our History

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Growing Partnership



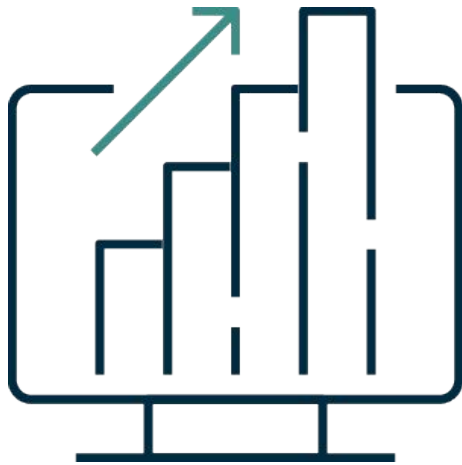
Growing Partnership



 Working together over seven years

 Support through multiple acquisitions

 Martech, Data, Content



Our History



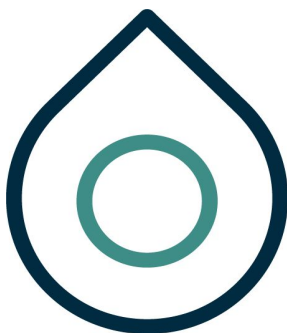
2015 - 2019 | Ipreo

Martech & Content Services

- iLevel Brand Migration to Ipreo Website & Customer User-Experience Integration
- Marketo & Salesforce Instances (2 ea.)
- Content Projects & Sales Enablement
- Managed Services & Reporting+Analytics
- Award-Winning Content



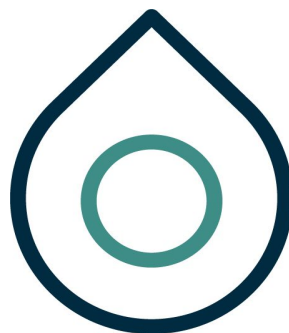
S&P 2022



2014 | iLevel

Martech & Content Services

- Marketo Deployment & Salesforce Integration
- Reporting+Analytics
- Managed Services & Ongoing Support
- Award-Winning Content



IHS Markit

2019 - Present | Martech & Content Services

- Migration from Marketo to Eloqua
- Marketing Performance Reporting
- Managed Services & Content Strategy
- Advisory Services & Project+Account Mgmt.
- Strategic Messaging Development & Concepting
- Campaign Strategy & Sales Enablement

Your DemandLab Team

Senior Content Writers

- Former **S&P Global Editorial Lead**
- **Financial journalists** and corporate authors serving funding, finance, and insurance industries for 20+ years

Acquisition Specialists

- Actively serving **multiple clients** through **multiple acquisitions**
- Branding and systems **integration experts**

Data, Systems & Martech Experts

- **Marketo deployment** support since 2014 (iLevel)
- Experienced in data **reporting+analytics** informing content strategy
- Historical **Marketo-Eloqua** migration support

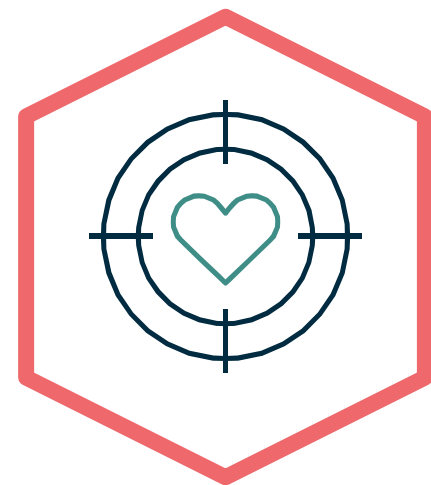
We're growing our expertise aligned to your needs

2022 Goals



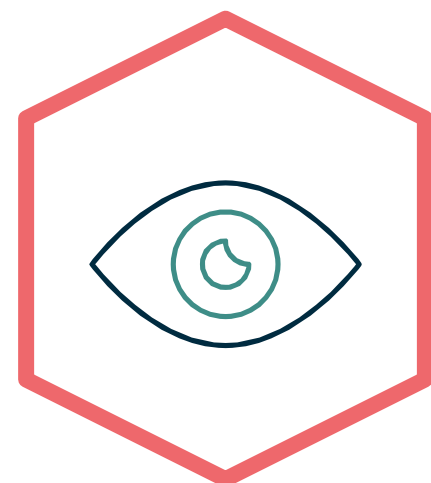
Content Creation, Mapping, & Migration





Customer-Focused Messaging

Create core messaging and content that is more customer-centric and outcome-focused, shifting from historical product-focus. Content should reflect common themes based on customers' desired outcomes and move away from siloed, product-specific messaging.



Content Mapping & Activation

Map and create campaign content based on segmented messaging themes to improve in-market efficacy and production efficiency. We can partner with you to analyze data sets and engagement trends to identify motivators and increase audience engagement through strategic messaging.



S&P Migration Support

Prepare to dynamically complement to your team's resources where specialized support is needed, whether improving past content or consolidating brand voices to create new messaging going forward.

Thank you.



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