MARKETING

eCAMPAIGN

In hard times, marketing organizations must make every dollar count. Direct marketing campaigns must effectively engage customers to generate more; high quality leads that result in real ROI for the marketing investment. Equally important, direct marketing success must be achieved without adding to resource costs.

As every company understand that some customers present much greater profit potential than others. But, how will one find those high-potential customers in a database that contains hundreds of data items for each of millions of customers?

Data mining software can help find the "high-profit" gems buried in mountains of information. However, merely identifying your best prospects is not enough to improve customer value. You must somehow fit your Data Mining results into the execution of marketing campaigns that enhance the profitability of customer relationships.

Go4Customer eCampaign manages and monitors customer communications across multiple touch-points, such as direct mail, telemarketing, customer service, point-of-sale, e-mail and the Web. It automates and integrates the planning, execution, assessment and refinement of possibly tens to hundreds of highly segmented campaigns running monthly, weekly, daily or intermittently. The software can also run campaigns that are triggered in response to customer behavior or milestones – such as the opening of a new account.

By integrating marketing analytics with automated campaign management, the Go4Customer marketing solution supports the entire marketing and customer relationship-building process from start to finish. With Go4Customer, enterprises can build strong, loyal customer relationships at reduced costs to drive more revenue.

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MARKETING e CAMPAIGN

We help you scan your targeted customer for campaign from your sea large database

Six Sixty-eight percent of marketing executives are unable to measure marketing campaign return on investment. Sixty-seven percent believe they need a more integrated customer view to improve the effectiveness of their marketing campaigns.

" Accenture Research

Increasing customer lifetime value

Consider, for example, customers of a bank who only use the institution for a checking account. An analysis reveals that after depositing large annual income bonuses, some customers wait for their funds to clear before moving the money quickly into their stock-brokerage or mutual fund accounts outside the bank. This represents a loss of business for the bank.

To persuade these customers to keep their money in the bank, marketing managers can use Campaign Management software to immediately identify large deposits and trigger a response. The system might automatically schedule a direct mail or telemarketing promotion as soon as a customer's balance exceeds a predetermined amount. Based on the size of the deposit, the triggered promotion can then provide an appropriate incentive that encourages customers to invest their money in the bank's other products.

Finally, by tracking responses and following rules for attributing customer behavior, the Campaign Management software can help measure the profitability and ROI of all ongoing campaigns.

A fully integrated campaign management system that provides marketers with the capabilities required delivering powerful, consistent, and relevant marketing communications. Campaign Manager allows marketers to define segments, optimize decisions, design statistically valid tests, automate execution, and report on campaign activity. All of this can be accomplished from a single, easy to use interface that is consistent across all of its functionalities.

Features

- ✓ Easy to use, customizable workspace allows users to plan, design, customize, execute, and analyze their campaigns.
- ✓ Powerful campaign definitions include waterfalls, multiple waves, and multiple channels.
- ✓ Comprehensive metadata capabilities allow you to import the metadata from external sources or generate it automatically.
- ✓ Profiling capabilities allow users to analyze their data, review the data distribution, and use the results to graphically define segmentation criteria.
- ✓ Templates allow campaign hierarchies and components to be reused.
- ✓ User-defined fields allow the marketer to create new variables "on the fly".
- ✓ Optimization tools identify the best offer, product, or channel for each customer.
- ✓ Reduplication capabilities allow the marketer to precisely define their target market—for example, the top income earner in a household, or the account with the highest balance.
- ✓ Integrated reporting and report templates provide users with the ability to track and monitor their campaign activity.
- ✓ Comprehensive promotion history consolidates information across channels.
- ✓ A fully integrated scheduling facility allows marketing activities to be time or event-driven.
- ✓ Comprehensive security restricts users to the appropriate data, tasks, and marketing components (e.g., campaign hierarchy).

Benefits

Increase return on investment by maximizing customer relationships

- ✓ Identify and acquire those customers most likely to deliver long-term profits.
- ✓ Increase sales by delivering cross-sell and up-sell offers with highly personalized event-driven communications.
- ✓ Reduce marketing contacts while maintaining or increasing response rates.
- ✓ Increase customer retention rates by delivering relevant customer communications.

Improve marketing productivity and process quality

- ✓ Empower the marketer by providing direct access to customer data.
- ✓ Automate routine processes.
- ✓ Instill best practices and enforce standards throughout the enterprise.
- ✓ Coordinate all related marketing activities within a single schedule.

Improve customer satisfaction

- ✓ Provide relevant customer communication and avoid over-saturation of your customer base.
- ✓ Introduce programs that are focused on improving customer satisfaction and loyalty.
- ✓ Design marketing campaigns that assemble personalized messages for each