

Campaigns are indispensable at every stage of customer lifecycle. An effective campaign management tool is must for marketers to run most successful campaigns in order to increase customer satisfaction, retention and loyalty.

Etiya Campaign Management is created to help marketers design, execute, manage and measure marketing campaigns and customer-driven communication across all marketing channels. By Campaign Management it is possible to deliver the right offer to the right audience through the right channel at the determined time. Etiya Campaign Management stores contact and response history which enable marketers to analyze customer reactions to the offers over the time.

MAIN FEATURES

OF ETIYA CAMPAIGN MANAGEMENT

CUSTOMER PROFILING

Brings customer data together from internal & external systems and uses them for data analytics & segmentation.

Defines and groups different types of attributes which enable selecting and filtering data needed for segmentation. It is also possible to upload file by using the same flexible structure.

SEGMENTATION

CAMPAIGN CONFIGURATION

Configures different types of campaigns, manages their lifecycles, defines campaign offer relation or links to each other, and makes prioritization.

Enables marketers to optimize strategies throughout the campaign lifecycle to achieve the best possible response rates. Applies numerous constraints, like targeting or managing iteration number for one customer during campaign execution to achieve the pre-selected campaign goals and to maximize revenues.

CAMPAIGN OPTIMIZATION

CONTENT CONFIGURATION

Enables creating and managing content-based activities such as e-mail, sms, push notifications.

Creates campaign execution plan based on activity types, schedules each activity for various frequencies.

CAMPAIGN EXECUTION

PERFORMANCE TRACKING

Tracks activity delivery, sales status and various campaign KPIs (goal, budget, cost) for each campaign and also provides dashboards, reports.

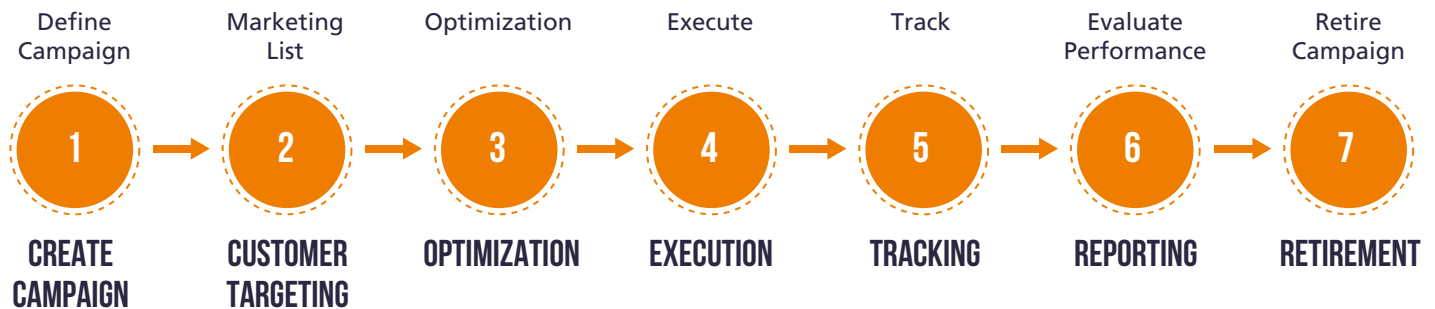
Enables churn prediction and forecasting customer demand by using Machine Learning Algorithm

PREDICTIVE ANALYTICS

REAL TIME DECISION MAKING

Provides real time prediction and AI based offer recommendation considering customer behaviour. Uses content based and collaborative filtering techniques or combination of them. Uses Machine Learning or Deep Learning algorithms and combination of them in some cases.

CAMPAIGN LIFECYCLE



Why To Choose?

Etiya Campaign Management provides optimum and cost-effective campaign management by its groundbreaking features. Etiya Campaign Management executes seamless personalized campaigns in a very short time, via strong targeting capabilities of marketing list and AI supported optimization engine. It is also possible to track and report performance with advanced tracking and reporting tools.

Differentiating points of Etiya Campaign Management can be summarized as follows:

Marketing List Functionalities: Marketing List Functionalities visualizes the whole customer-base and provides:

- Increase in campaign efficiency.
- Increase in customer targeting capabilities by advanced filtering.
- Decrease in campaign cost and increase in ROMI.
- Boost in customer experience.

AI Supported Optimization Engine: AI supported optimization engine enables campaign optimization for each customer via advanced data analytics. Provides increase in campaign efficiency and response via channel preference, offer and target optimization. Enables optimization via rules, conditions, actions.

Open API Structure: Enhanced communication and easier integration with external data sources and 3rd party applications. Business Process, API and Data models, TMForum compatible.

BI Reports: Provides campaign reports and other key analyses which give deep insights for marketing decision makers. Product DataMart allows data to be incorporated into reports and any 3rd-party tools to be used.

Benefits of Etiya Campaign Management

- Higher capability for developing personalized offers.
- Lower campaign cycle time and time-to-market period.
- Higher campaign volume.
- Lower costs of marketing campaigns via higher efficiency.
- Improved response rates and business results via higher precision of campaign targeting.
- Improved customer relationships, loyalty and lifetime value.