

Marketing Intelligence



INTEGRATE

TARGET

ENHANCE

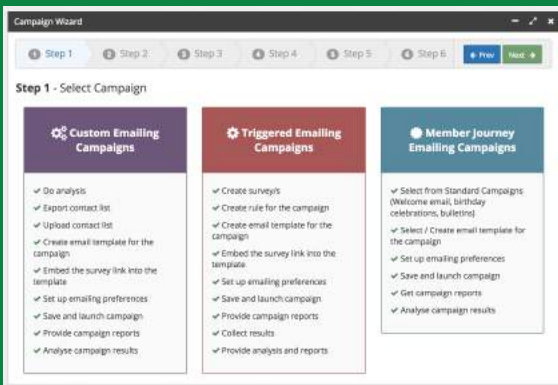
IMPACT

The module that connects you.

Used on its own, or in conjunction with targeting modules such as Biz Insight, Geo Impacts or Social Value Calculator, Marketing Intelligence lets you connect to your current and prospective clients.

Focusing marketing activity drives business.

A focused and controllable marketing strategy is essential to all successful operators. Getting the right message to the right people at the right time is at the heart of this module.



FEATURES

Range of strategies:

- Marketing Intelligence allows you to dynamically create surveys, standard mailers such as birthdays and bulletins as well as campaign templates for regular or ad-hoc campaigns.

Dynamic Campaign:

- Open and click rates allow you to monitor your campaigns.
- Triggers for campaigns and delivery management allow you to automate your marketing strategy and maintain direct regular connection to your clients in the way you want.

BENEFITS

- Automated delivery of a wide variety of communication.
- DataHub linked triggers, allow for appropriate campaigns to the right people, leading to higher rates of return.
- Reduced marketing costs through links to other DataHub modules allowing you to identify specific demographics, sports and locations.
- Use DataHub driven operational data or 3rd party data to deliver member and prospect campaigns.
- Simple user interface for configuring your branded campaigns.



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