



# Campaign Management

Efficiency's Campaign Management enables your organisation to maximise the value of every B2C and B2B relationship, transactions and interactions. The customer, prospect, market, supplier, competitor, service and product information and their complex relations and interactions across all communication channels are integrated and analysed in real time.

Efficiency's Campaign Management is a powerful and sophisticated multi-tier, multi-channel and multi-wave management tool for planning, executing and analysing the campaigns and marketing decisions based on the data obtained from the general or specific marketing, sales and customer service activities and interactions seamlessly integrated to each other.

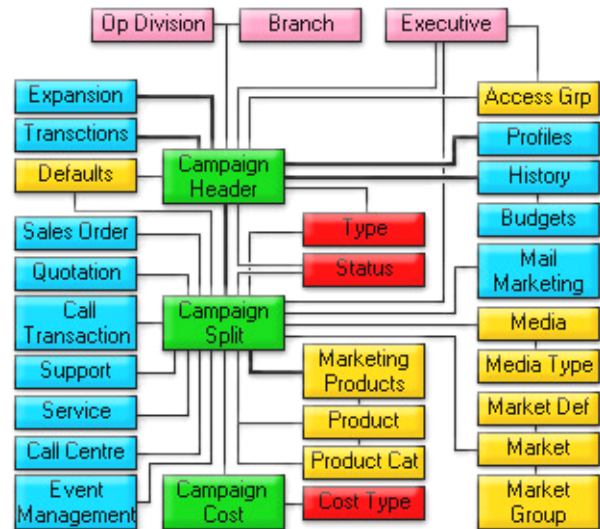
You can use Campaign Management to plan and execute detailed acquisition, retention, cross-sell, up-sell, customer service, plant life extension, competitor activities and other campaigns.

A multi-tier and multi-level standard budget, history, performance and exception reporting and enquiry as well as extensive data-mining capabilities enable you to effectively focus your efforts to maximise your targets, to increase revenue, to increase customer retention rate and achieve critical business goals.

The seamless integration of Efficiency's Campaign and Marketing Management to the entire business operation allows the users to share the critical information and their immediate or long-term impact on their departments, products, services and management decisions.

The flexibility in defining the target markets, media, product and service mix, budgets, real time actual results and the ability to automate the campaigns at multi-levels and multi-channels such as email, sms, direct mail, telemarketing, direct sales, service, or web access allows your management to effectively coordinate and communicate messages across all campaigns and across all customer, staff and product interaction points.

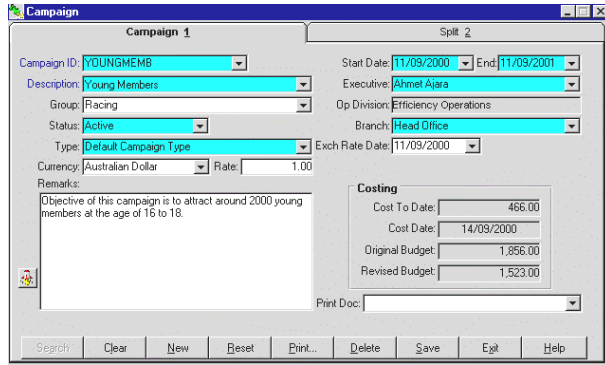
Efficiency Campaign Management



- Greater marketing opportunities as you can target customers and prospects most likely to respond to your offers
- Better knowledge of who responds to various campaigns as each customer and contact activity such as calls, mail shots, orders, quotations and sales records within each campaign split are recorded in the Activity history record
- Flexibility to create unlimited campaigns and campaign splits; market definition, media details, marketed products and product groups can further break down.
- High Level management control as all estimated and actual results are accumulated under the related campaigns ensuring that future campaigns are based on successful past campaigns
- Increased financial control, as estimated and actual campaign costs are accumulated against an unlimited amount of user defined cost categories
- Full analysis capabilities using standard report functions within the system as well as use of the ad hoc report writer, Info maker, which is also provided.

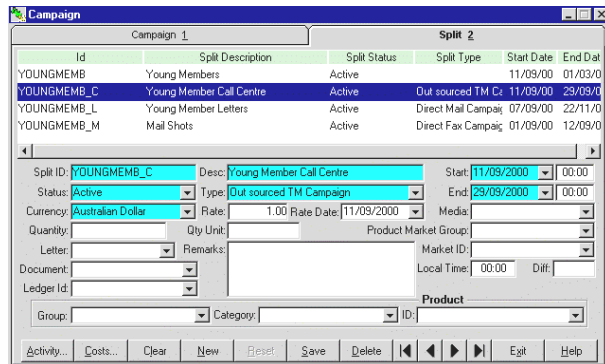
## Campaign Management (Header) Tab Folder

Each Customer and Contact Activity such as Calls, Mail shots, Orders, Quotations and Sales are accumulated under the related Campaign Split(s) and the Campaign Code. The Values are maintained on a Quantity and Value basis. The estimated values are also entered.



As the new campaign header record is saved, the system will automatically create the first Split Record with the same ID and Description. These two values should not be altered.

## Campaign Split Tab Folder



The campaign split is a term used for the various activity definitions that make up the campaign. A split can be attributed to:

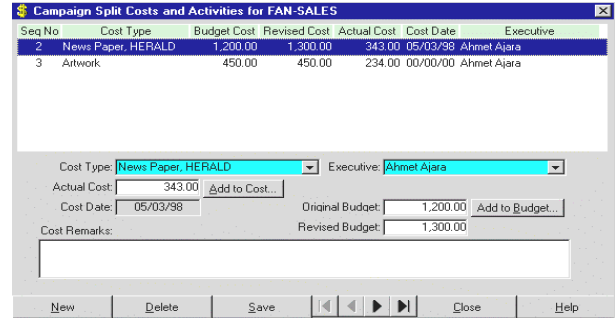
- Media
- Market
- Market Product Group (Kit)
- Product Group
- Product Category
- Product Item

A campaign split may be set up either for a global use or for a specific market. In the second case, the details of the market are derived from the market master file.

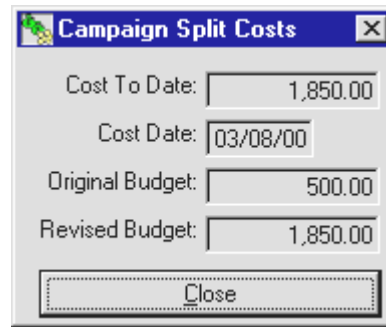
A campaign split usually relates to any number of activities and each activity usually has a budget and an accumulated cost.

## Campaign Costs

The multiple costs against each Campaign Split can be maintained.



The activities are the cost line items where the actual costs vs. budget values are maintained.



The budget and the revised budget values for each campaign split can be maintained. As the costs occur, the type of the cost and the accumulated values are calculated for each campaign split. The total costs of each split are automatically calculated as a total campaign cost.

## Notes

An unlimited number of notes and remarks can be added to each campaign and split record, all date and time stamped and assigned to an executive with a security level.

## Profiles

Unlimited number of user-defined profiles can be assigned to each campaign record.

## Expansion and Transactions

An unlimited number of user-defined fields can be added to the module and unlimited number of transactions can be attached.

## Market Products & Product Groups

The Market Product Groups (Kits) can be created. The Market Product Group Codes may then be expanded to cover any number of Product Codes or Categories or combinations of these.

**Market Product Group**

Marketing Product Group: [Dropdown]  
 Description: [Dropdown]  
 Operating Division: 00000

Marketing Product Group	Id
Default Market Product Group	00000
Efficiency Starters Kit	EFF_NEW/
Efficiency Update Kit	EFF_LIFD
Fans and Accessories for Residents	DDM_FAN

Market Product Group Id: EFF\_NEW  
 Description: Efficiency Starters Kit  
 Operating Division: Efficiency Operations  
 Remarks:

The Campaign Splits are created for each Product or Marketing Product Kits. The campaign activities on the Product Groups or Individual Product level can be analysed.

## Media

The Media tables consist of records e.g. each TV / Radio station or magazine and their related details.

**Media Master**

Media Id: CH-7  
 Description: Channel 7  
 Media Type: Channel 7  
 Address: 12 Elizabeth St  
 Suburb: SYDNEY  
 PCCode: 2000  
 Country Id: AUS  
 State: NSW  
 City: Sydney

Contact Name: Mr Jay Harding  
 Position: Sales Manager  
 Phone No 1: 02 3456 7890  
 Fax No 1: 02 3456 7799  
 Modem No:  
 E mail Address:  
 W/W Address:  
 Internet Address:

Important contact and communication information can also be maintained for each media type.

## Market Definitions

A market may also be defined as an area that covers one or more postcode locations. A market area may typically be the coverage area of one or more television stations or magazines e.g. Sydney, Melbourne, NSW, AUSTRALIA, or SE Asia etc.

**Market Master**

Market Id: SEA  
 Description: South East Asia  
 Op Division: Efficiency Operations  
 Country: Albania

Market Description	Id
South East Asia	SEA
New Zealand	NZ

Remarks:  
 SEA Market is managed under the Singapore banner

## Reports and Enquiries

A considerable number of standard inquiries and reports are provided. The following titles are a selected sample:

- Campaign List by Id
- Campaign List by Description
- Campaign List by Type
- Campaign List by Profiles
- Campaign Splits
- Media List
- Market Definition List
- Campaign Split Costs
- Campaign Split by Products
- Campaign Split by Marketing Products
- Campaign Split by Markets
- Best and Worst Campaigns
- Actuals versus Budgets
- Campaign Performances

## Other Features

- Includes graphics, pictures etc, attached to the campaign record.
- Drill down access to the campaign module from the other Efficiency modules.
- E-mail the user defined campaign sheet to a client or other members of your organisation by either using direct E-mail or document Routing functions.
- Assign and monitor actuals versus budgets for any type of activities and values.
- Campaign Expansion provides practically unlimited ability to record campaign related transactions