

System for Marketing Campaigns / Campaign Execution System (CAXS)

How do you manage your marketing campaigns? Do you know their level of efficiency? Campaign Management is a key topic for all companies having many customers and high costs for below-the-line campaigns. This strategic area has a significant impact on revenue growth, ROI and customer experience. We at KOMIX are aware of the importance of strategic planning, management and continuous evaluation of marketing campaigns, and we therefore offer our clients a comprehensive, integrated solution.

Our approach

In the area of Campaign Management we have experience with a wide range of best practices, but our goal is not to establish a unified standard and decide for our clients how to plan and to manage their marketing campaigns. Instead, we provide a system that respects the existing processes and systems already in place in client organizations. We thus enable our clients to achieve their goals faster, more efficiently and at lower cost.

With this mindset, we offer our clients effective support, from the strategic planning of campaigns to the evaluation of their success. We look closely at customer data and then structure it, consolidate it and make it available to end users with a high level of comfort. We integrate our solution with communication channels, we provide tools for automatic evaluation and the client thus gains the capacity to focus on campaign content instead of on campaign operations. In addition, we provide such services as implementation of predictive models that will ensure

more-effective targeting of selected audiences. With our system you are targeting using sophisticated methods, not guesswork.

KOMIX offers tailor-made solutions for clients looking for an optimal combination of software functions that are actually used, advantageous pricing, and local support in the Czech language.

Our solution

Strategic campaign planning

From the evaluation of previous campaigns, you easily gain new knowledge. Which campaigns and with which customer parameters are most effective? You can plan specific campaigns according to your business objectives – for example, set the size of target groups in relation to the channel capacity as well as costs, timing, and other essential parameters. You can also archive the creative portion of the campaign (text, images, and graphics).



Campaign targeting

We are able to access all data required from your systems without changing it or affecting its functionality. Part of our solution is the Marketing Data Mart, which consolidates data obtained and allows you to work with data that is consistent, correct, and understandable. All customer data is thus available in a unified and user-friendly environment. Our tools allow the selection of target groups by mouse-click and continuously show the size of the selected groups. At the same time, the possibility remains for analysts to enter data manually. All this helps you offer your products to precisely those customers you really want to target. For defining a target group, contact history and response history parameters are available. Last but not least, we can offer you implementation of models for decision support such as propensity-to-buy models and churn models.

Administration of rules

We provide you with a tool for coordinating campaigns among individual channels. You only enter the rules for contact into the system, and from then on – without any further action – the results, after applying all the rules entered, are directly shown.

Optimization of overlaps

The system itself identifies overlaps between campaigns and

provides support for evaluation of the profitability of each option. As a result, you can set priorities with ease, and determine to which campaign a particular overlap is to be assigned.

Integration with communication channels

KOMIX, as a long-established systems integrator, has a wealth of experience and know-how in the field of integration, enabling smooth integration into a wide variety of existing platforms for communication systems – SMS, MMS, call centers (internal/external), direct mail solutions, and more. We create automatic connections to your already-existing communication channels, and can prepare automated outputs in the required form. In addition, we have an online module for implementing digital marketing campaigns.

Campaign evaluation

In interaction with communication channels, the system will provide you with campaign evaluations in a minimum of time, depending on how the rules for evaluation are set up. Long waits for complicated manual evaluations of campaign data thus become a thing of the past.

Analysis of the results is also available in terms of planned and actual campaign impact in relation to expended costs and a picture of the investment return of each campaign, as well as of entire campaigns.

Key benefits of the KOMIX solution

- » *Accurate campaign targeting (the right product to the right customer, through the right channel, at the right time);*
- » *Easy and fast design, approval, and execution of campaigns;*
- » *Full transparency in data processing data – there is the possibility at the data level to preview interim results at each step;*
- » *Efficient management of multiple campaigns in parallel;*
- » *The intuitive graphics interface permits the creation of inbound/outbound campaigns, accessible with a few mouse clicks;*
- » *An optimum ratio between functions and (affordable) solution pricing.*

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About KOMIX company

KOMIX s.r.o. is a Czech company with 20 years of tradition and experience in IT. It specializes in supplying custom designed IT systems and applications as well as integration and transformation projects. KOMIX also provides consulting services related to the information systems development as well as quality assurance, testing and operation. Our mission is to use ICT technologies to make people's lives easier, their work more effective and provide companies with a long-term competitive advantage.

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