

Online Marketing Analytics for Franchises

Understanding the make-up of your customer and transaction database and the breakdown of your customers available to market to is the first step in effective marketing. By combining all customer and transactional data across your entire franchise or multi-site organisation, you can gain value by understanding customer trends not able to be seen at individual branch level.

You can then understand your customer needs and then create innovative and personalised offers – resulting in increased response rates and profit.

We allow all your branches to load their data easily through an online service. We help you get over the tough steps of getting your data in a useable form, and then provide you with online reporting and campaign analysis tools to allow you to view data trends and capitalise on them. You can also then tap into sophisticated analytics techniques previously only accessible by the large corporates.

- Gain advantage from the power of customer knowledge across your entire organisation
- Increase sales and profitability
- Retain customers and increase value through targeted offers
- Expand your customer base
- Improve marketing through measurement of spend and ROI

Getting your customer database fit and useful

The first step to effectively understanding the opportunities in your database is to get your customer data clean and useful. We clean your data and enhance your customers with demographic attributes.

We also set up a refresh facility so your new customer and transactional data is loaded and cleaned at regular intervals.

Your Dedicated Online Portal

Your dedicated online portal (with organisation logo) then allows everyone in the organisation to:

- access their data,
- report on their customer's history;
- action targeted marketing campaigns – and measure the ROI afterwards.

Data Access and Security

In general only individual branches can access their own customer data. However power users can be set up to view trends across the organisation, and activate cross-organisational campaigns. Security levels can be set to your requirements.

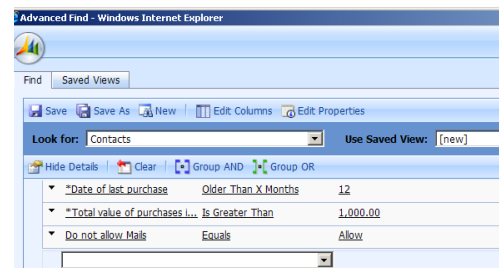
Online Reporting

Many reports are available in which to view the trends in your business, and to be able to identify marketing opportunities. Some example reports are:

- Nos of new customers by month
- Total revenue, expenses and profit by month and product
- Nos of current customers and sales by product

Campaign Analysis

A campaign selection tool allows customers to be selected into a campaign list. The customer attributes available are metrics created specifically related to your industry and organization e.g. total purchases, purchases by department etc. The customer list can then be sent an email using a developed template – or can then be exported – or automatically forwarded to a nominated mailhouse or telemarketing contact centre.



Campaign reporting is available to allow monitoring of campaign results during and after completion. Entering of campaign costs allows a complete ROI analysis to be performed online.

Additional Sophisticated Analytics Services

Once you have been using the base system, we are able to add sophisticated analytical services to enhance your marketing and compliance:

■ Trigger Marketing	■ Segmentation
■ Response Modelling	■ Retention Modelling
■ Customer Mapping and Demographic Analysis	■ Targeted Lead Generation
