

# Turn opportunity into results

## Using rich insight to design, deploy, measure and reap the returns from integrated multi-channel campaigns

Rich customer insight is only as valuable as the results that can be derived from it.

Identifying **untapped opportunity** is one thing – transforming your marketing activity to act on it is quite another.

Multiple links in the planning and execution process lead to:

- **Opportunities missed** due to the gap between insight being published and campaigns being executed
- **Excessive management time** spent coordinating deadlines, sign-off and delivery across internal departments and external suppliers
- **Misaligned processes** – pin-point accurate timing and personalisation impossible

New leaps forward in technology deliver enormous opportunities to **increase the power of your communications** – but they too add complexity and constraints if you don't have the investment budget or experienced resource available.

Unifying analysis, campaign planning, execution and reporting allows you to quickly execute campaigns across print and digital channels to achieve:

- Improved process speed and quality
- Improved data utilisation
- Offers, messages and channel matched to individual needs, preferences and habits
- Best practice application of new techniques and technologies.

We work with you to derive a full understanding of your objectives and create activity that will enable you to justify the benefits of **increased insight** and **operational capability**.

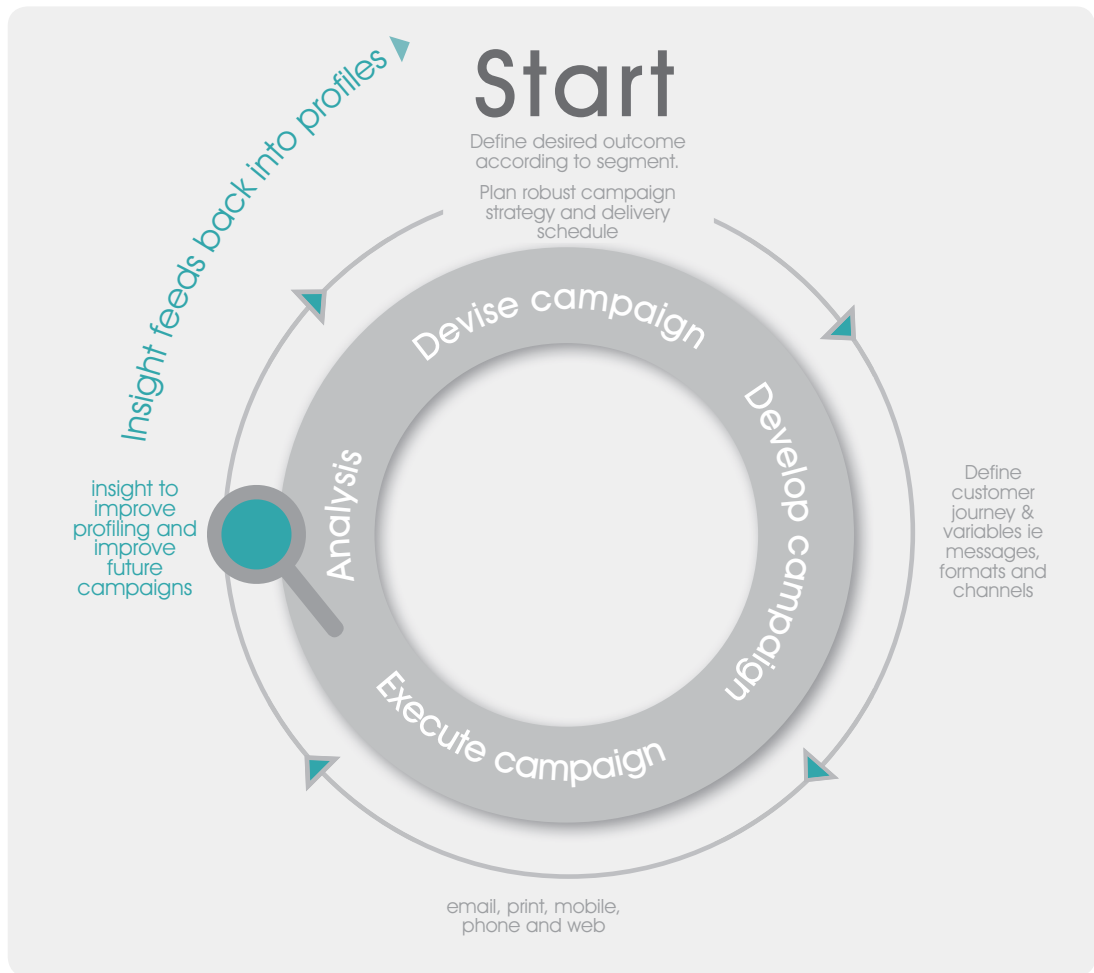
Our skilled and experienced analysts, creatives and campaign managers enable you to act quickly to reap the benefits of quick-wins and ensure that new insight is retained and deployed in new campaigns.

Our flexible managed service is ideal for removing limitations created by resource and technology constraints – enabling you to execute complex, multi-channel campaigns at high speed.

### Benefits

- Faster campaign execution
- More effective targeting for increased campaign ROI
- Deploy new offers, channels and creative treatments with full control and minimum risk
- Design and test new campaigns quickly and easily
- Integrate channels and response mechanisms to increase response and customer engagement
- Build captured insight and customer behaviour into campaigns to deliver high degrees of personalisation and relevance
- Expert consultancy and support during campaign planning process
- Reduced management effort dealing with a single, integrated point of contact for execution
- Detailed activity reporting

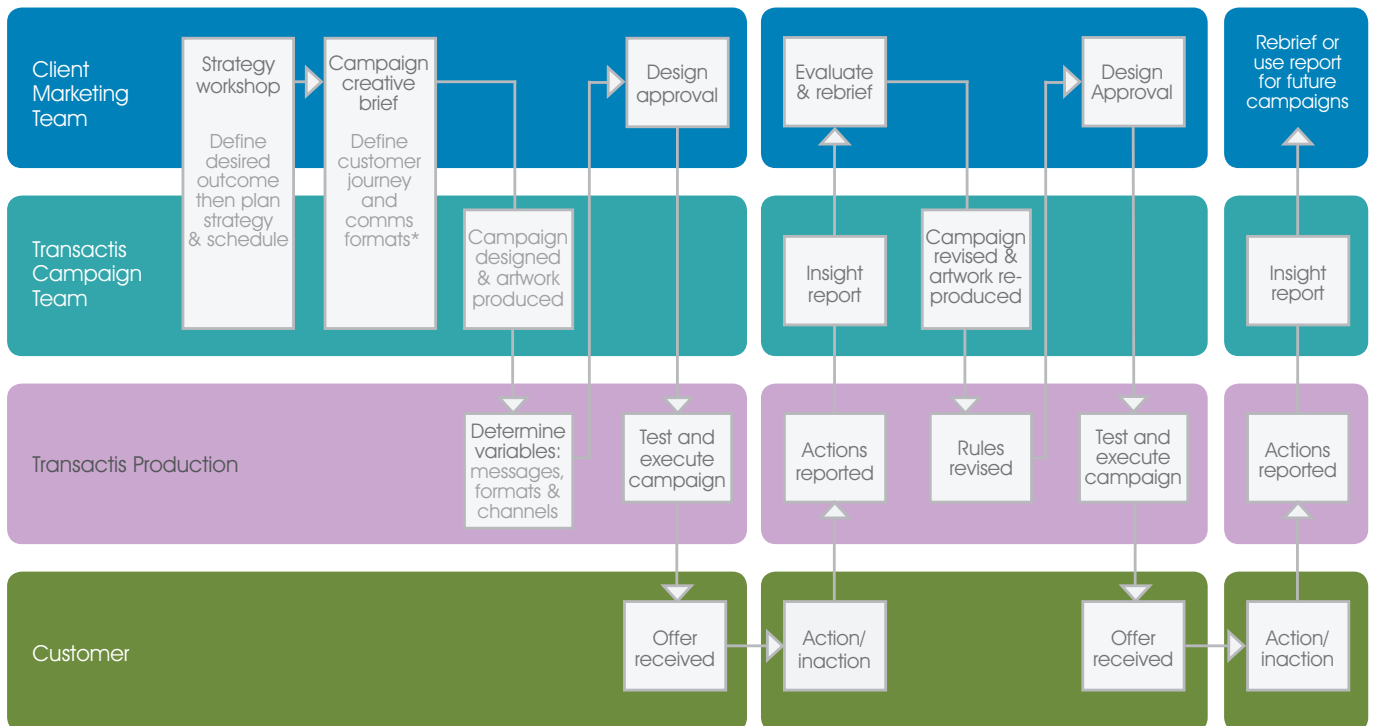
# campaign planning & management



## Typical Transactis campaign workflow

### Define campaign and execute

### Evaluate results & re-brief



\*Plan integration with client's e-commerce if necessary