

# Aqua Campaign Management

Aqua CM places at business users' fingertips comprehensive campaign management functionality for the most advanced direct marketing strategies. Design, execution and monitoring processes are fully automated within the Aqua CM framework.

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## Main benefits

### Marketing user control

Enabling business users to systematically design, execute, and monitor complex commercial activities (recurring, multi-stage, multi-channel, etc).

### Time to market

Marketing process automation to focus on what actually matters: Spotting market opportunities for timely action.

### High performance on large datasets

Minimizing response times on user requests by optimal design of its campaign filter based query engine.

### Flexible integration

Adapting to the full range of platforms, databases, and marketing channels.

### Connected to Aqua's suite of analytic solutions

Equipped with auto-learning capabilities, filter recommendation functionality for optimal target selection, and a marketing scenario simulator.

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## The solution

Current direct marketing increasingly demands sophisticated functionality to effectively customize consumer interaction. Marketing specialists therefore need an environment, known in the business as campaign management system, capable of managing the complexity of marketing activities while complying with preset time to market requirements. In this context their campaign management system needs to be:

- **Visual:** Intuitively defined and controlled.
- **Efficient:** Automatic and high-performance on large data volumes.
- **Feedback-sensitive:** Capable of measuring and comparing performances of different commercial actions.

**Aqua CM** is the end result of numerous implementation experiences with marketing management and next best activity systems, both in B2C and B2B settings, at corporations from a variety of business domains.

This solution frees marketing specialists from routine tasks, allowing them to articulate complex customer contact strategies instead, while having marketing activity automatically optimized.

## Main functionality

- Visual design of advanced strategies for direct marketing: Event-based marketing, permission marketing, multistage and multi-channel campaigns, champion/challenger experiments, control groups, etc.
- Connectivity with any type of database, additionally enabling business users to incorporate new data sources anytime in order to enrich targeting, channel interaction and campaign monitoring.
- Visual management and automatic execution of recurrent campaigns.
- Access to a variety of predefined follow-up reports, with additional functionality to generate *ad hoc* reports for campaign and shot performance, strategy comparisons, monitoring time evolution of responses, reporting ROI, etc.

## Success Stories

# Major Insurance Company

Time to market reduced from weeks down to days.

### The Challenge

Our client is one of the main insurance companies in Spain, serving over 600.000 customers.

Its marketing department was overly dependent upon company's technology services for population targeting and campaign execution. This scenario was causing several-week delays from campaign strategy design to actual customer contact.

In addition, commercial management practices in insurance posed additional complexity caused by the presence of multiple sales channels, such as branches and independent sales agents.

### The Results

**Aqua Campaign Management** enabled:

- Designing and running commercial actions same day, as opposed to weeks needed before.
- Experimenting with target selection criteria, as much as necessary, prior to making a final choice.
- Building an analytics data mart containing campaign history making it possible to perform advanced research for improved commercial results.

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The solution allowed:

Significant time reduction to define, execute and monitor campaigns, thus multiplying marketing department's ability to launch commercial actions.

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Building campaigns to target customers, policies and prospects through multiple channels (Call center, branches, external agents, etc.).

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In sum, running more effective marketing campaigns.

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# Leading Frozen Foods Distributor

Centralized coordination of call center with sales agent network in an automatic, multi-channel environment.

### The Challenge

Our client is one of the main precooked and frozen foods producers and distributors in Spain.

Its marketing department had no means for centralized management of commercial activity, carrying the company's commercial network the bulk of decision-making.

Our client wanted to implement a tool for centralized coordination of commercial activity with the sales agent network, in a multi-channel, frequent contact environment, for several thousand catalogued products.

### The Results

**Aqua Campaign Management** enabled the marketing department to coordinate advanced multistage commercial strategies, by contacting its commercial network first and then customers, automatically, through that same network or by means of other channels (call center, SMS/MMS, postal mail, e-mail, PDA, etc.)

Target selection was additionally enhanced by means of cluster analysis and churn predictive models, thereby multiplying customer retention campaign effectiveness.

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The solution enabled:

Centralized decision making and commercial activity for the marketing department coordinated with its sales agent network.

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Automating multistage contact and response return through several channels, including commercial agent PDA's.

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Improving strategies upon analysis of the campaign data mart developed for that purpose.

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