



# Get Multichannel Marketing Right

Right Message, to Right Audience, at the Right Time



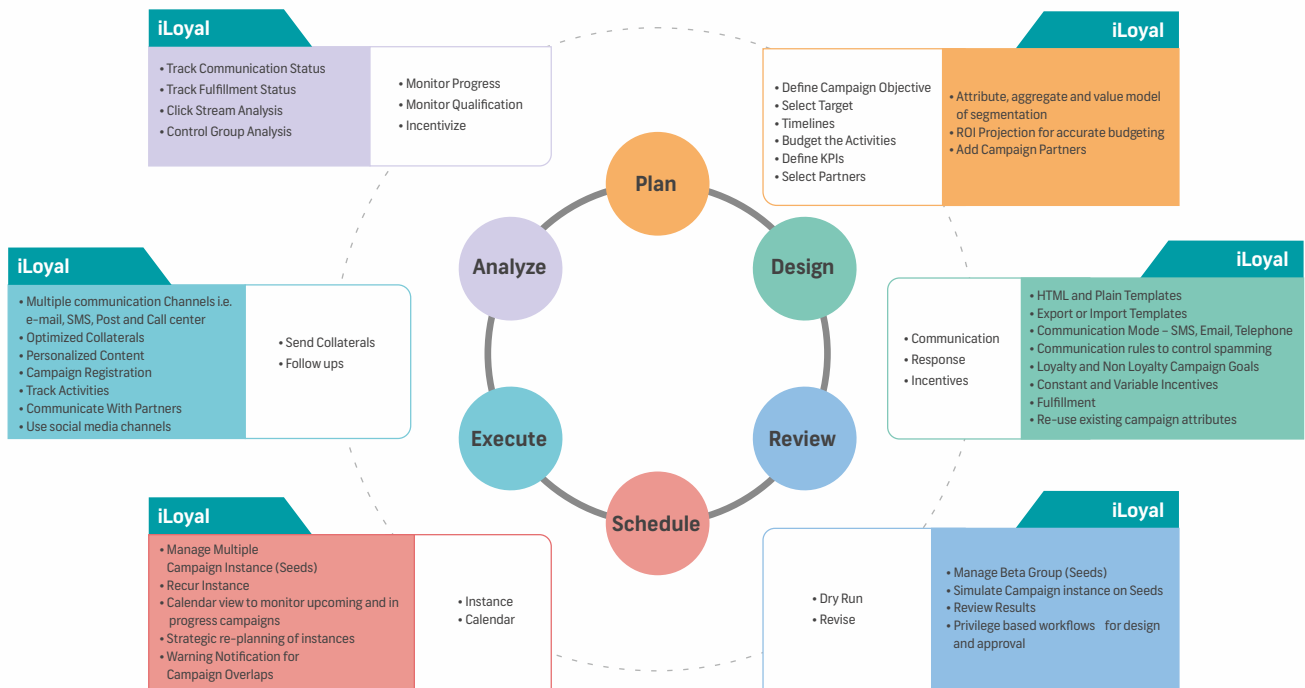
The change in business dynamics call for a precise articulation of the customer persona and personalized connection with the targeted few. The exclusivity of relationship with the brand enables companies to win the heart, mind and wallet of the customer. Today, the marketing managers are confronted with challenges to get their campaigns factored with the right message, delivered to the right person at the right time.

## iLoyal Campaign Management

iLoyal Campaign Management is a comprehensive solution to get all the 'rights' together for conveying your proposition in a more meaningful and personalized way. With iLoyal, you can run end-to-end campaigns starting from planning to execution and post campaign analysis, thus taking advantage of targeted marketing to reach out to your customers on a one-to-one level. In short, iLoyal Campaign Management facilitates to build stronger brand affinity with your customers through tailored promotions, and thus enhance revenue per customer by allowing you to target to specific segments.

iLoyal Campaign Management is built to meet the specific marketing needs of airline, hotel, cruise and retail chains seeking better customer engagement and retention. iLoyal, with its purpose built components, is designed to run on its own data mart or can extract data from existing customer databases. Its user interface allows great operational ease to design and manage critical campaign workflows for your business.

## iLoyal Campaign Management - Capability



## Benefits

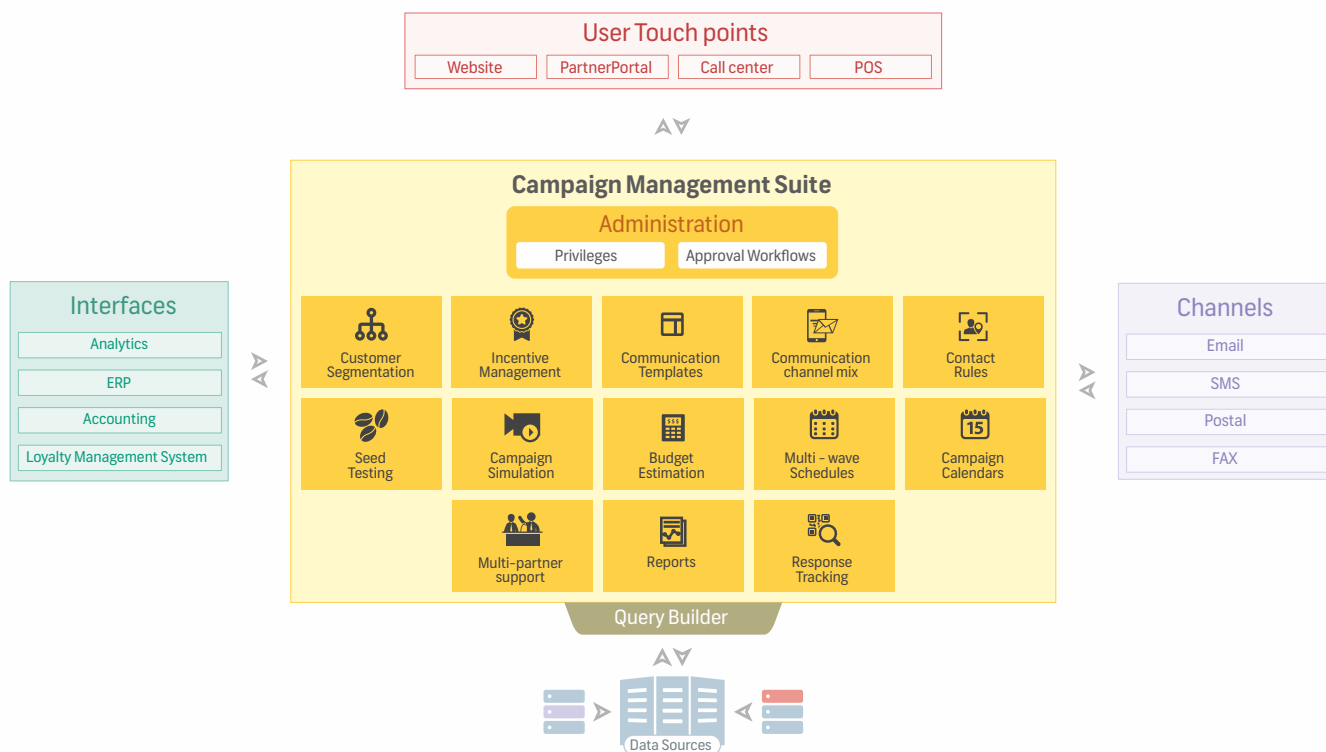
The modular approach of the iLoyal Campaign Management helps to create the enterprise centric library of campaign components (e.g. Segments, Incentives, and Communication Templates etc.) used in different phases of a campaign life cycle. A enterprise centric library, then contribute to a faster campaign roll out and therefore make the marketing team more responsive to the ever changing business dynamics.

Today, iLoyal can efficiently propel enterprises across the globe by providing -

- 👍 **Increase in yield and wallet share** from existing customer by getting more campaigns out of the door faster
- 👍 **Heightened level of engagement** with the customer through targeted campaigns and application of contact rules in all aspects of campaigns
- 👍 Turn customer insights into highly targeted segments to **drive higher response rates** and a **more robust ROI**
- 👍 Create accurate retention, **cross-sell/up-sell** and response models, next best offers, and send more **effective communications**
- 👍 Improved **brand recall and affinity** through personalized offers tailored to meet customer choices
- 👍 **Enhanced revenue** with optimized and carefully monitored marketing spend

## Features

Through its comprehensive campaign design components, iLoyal Campaign Management maximizes the customer response anticipated through the campaign, making the interaction rich and rewarding for both the customer and the brand.



### Segmentation

- Target customers using demographics, profile attributes, purchase behavior and transaction history
- Creation of target segments using easy-to-build, custom defined queries using a wide range of customer specific attributes and aggregates
- Library of customer segments that can be re-used for different campaigns
- In addition to loyalty members, capability to capture and use data related to customers who are not members of the loyalty programs

### Incentives

- Configuration of variety of incentives like discount vouchers, bonus points, lounge passes, car rental coupons, hotel room rewards and so on
- Flexibility to offer choice of incentives to customers upon participation in the campaign
- Repository of incentives that can be re-used to build diverse campaigns
- Automatic crediting of incentives upon qualifying the campaign goal
- Engagement with multiple partners to roll out incentives
- Capability to interface with external parties to produce reward kits (gift cards, coupons, vouchers, souvenirs)

### Communication

- Easy to create communication templates with placeholders for personalized content
- Supports HTML and plain text templates
- Event driven, segment specific communication which includes welcome mails, campaign collaterals and thank-you mails
- Communication enabled for multiple channels (like e-mail, SMS, post, fax) and channel mixing within same campaign
- Fatigue rules to manage opt outs, cross campaign blocking, or to define frequency and recency of the communication

### Response Monitoring

- Track qualifying activities through custom defined queries
- Capability to define tracking intervals

### Campaign Scheduling

- User defined schedules (instances) to run campaigns and configuration of multiple waves of same campaign
- Automated jobs to process campaign schedules
- Campaign calendars for a comprehensive view of all campaigns set in the system
- Flexibility to cancel a campaign instance

## Reporting

- Ability to generate reports to analyze different metrics related to campaign performance
- Flexibility to choose between pre-built reports with standard attributes or build business specific dynamic reports with a wide range of attributes

## Budget Tracking

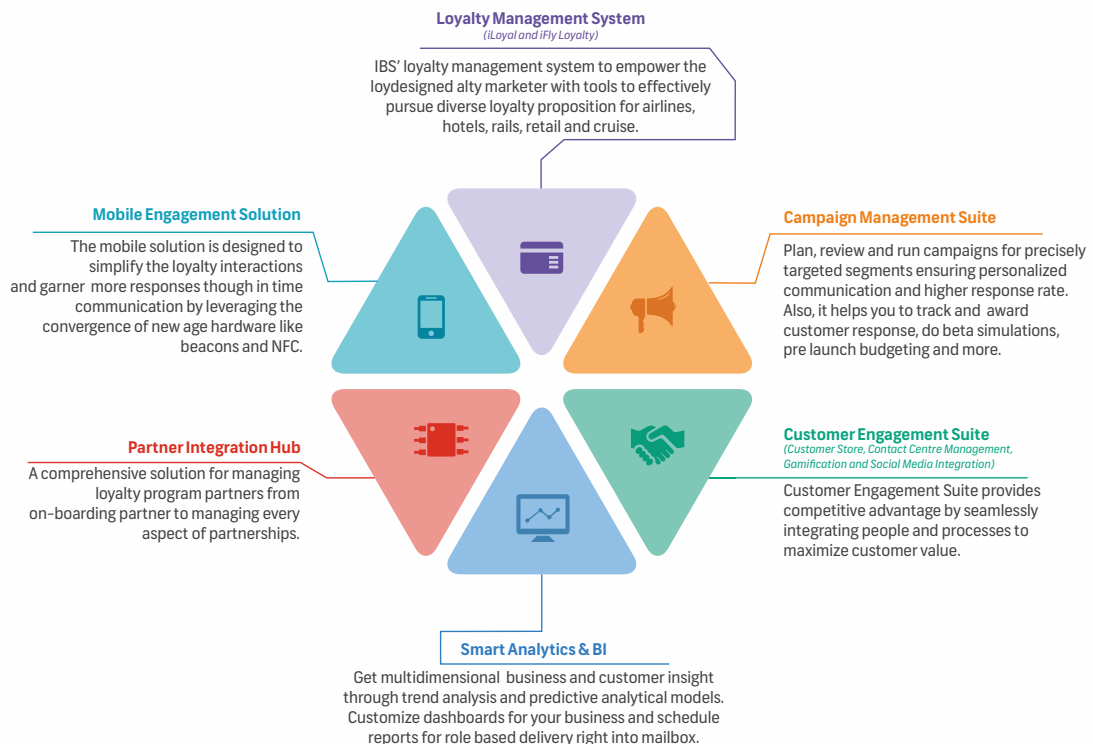
- Campaign budget tracking through assessment of fixed and variable costs vs returns
- Instance level projection of ROI for each campaign run

## General Campaign Performance

- Simulation of campaigns before actual run
- Beta testing of communication with seeds
- Capability to analyze campaign effectiveness through control groups (A/B testing)
- Automated internal work flows for campaign approval process prior to actual run
- Ability to interact with loyalty systems for data exchange

## Our Loyalty and CRM Offerings

Loyalty programs are increasingly seen as a key part of a larger Customer Relationship Management strategy. To make this strategy effective, IBS offers you with a wide range of solution offerings in the Loyalty and CRM space to give you the leverage, to not only grow your business but also to effectively engage your customers.



Transformational IT Solutions for Travel, Transportation and Logistics

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