

## Marketing MKG



**Marketing (MKG) is a part of the Customer Care Management system.**

**As an integrated marketing tool it supports the entire process from campaign planning to direct marketing. All important communication methods are supported, including direct mail, telemarketing, fax, and e-mail.**

### **From the address pool to the profile**

Marketing (MKG) builds on the International Address Pool, and expands it into a professional address management tool. You can flexibly classify potential customers, import external addresses and check them for duplicates and create differentiated marketing profiles.

Marketing (MKG) is integrated into Klopotek's planning and distribution systems. The business partner information includes all business relationships, such as customer, royalty recipient, supplier, or reviewer ensuring the importance of each of your business partners is available at all times to the whole company.

### **Selection methods**

The complete information stored in the business partner pool can, of course, be accessed for targeted selections such as cross-selling campaigns. In addition, the entire contact history can be extracted from Work Flow Management (WFL) and included in the selections, providing an easy way to initiate follow-up campaigns.

### **Data handling**

Data can be handled easily to suit your business requirements. Precise profiling and technical flexibility make sure that your address data can be successfully employed in your campaigns, whatever you are seeking to achieve.

### **Success feedback**

The success of your promotional campaign can be checked against comparisons of projected, targeted and actual values, in the form of revenue and cost quotients, cost per order (CPO), cost per response (CPR), and conversion quotas. The sales success from the promotion campaign can be tracked, product by product, over a timeline, and using statistics gathered from incoming orders.

### **Profile Management**

Address selection target group oriented, based on complete and current business partner information: using selection profiles to formulate search and filter criteria, result profile to combine multiple selection results (wholly or partially), separation profiles to divide selection results into smaller parts, e.g. random samples. Management of definable and automatically assigned marketing activity numbers. Profile status administration (planned, released, assigned and recorded). Proprietor and company group profiles. Archiving of finished profiles. Searches employing singular profile numbers, search terms, processing data, profile types and users, who created the profiles. Display of important information in the search results for a marketing profile.

### **Selection Profiles**

Target group oriented results based on address features (roles, classifications). Selection parameters of various selection areas (business partner, addresses, transactions, action history, etc.). Context determined selection windows, multiple selection of features. Input concrete values for user defined features. Relational operators (>, <, <>, =, >=, <=, IN, NOT IN, NOT EMPTY and EMPTY). Existence operators (HAS and HAS NOT). Logical operators (AND and OR). Layered nesting (round, angled and square brackets). Simplified selection profile creation using duplication feature.

### **Result Profiles**

Flexible combination of result sets appropriate to target audience, of selection, result and separation profiles, also cascading. Operations: cut, unite, exclude. Link source profiles using drag-and-drop. Separation Profiles Separate result sets from selection profiles and result profiles (e.g. random samples). Filing of edited result sets in the database. Use of result sets for further processing. Result sets output. Re-separation of result sets. Combination of further result sets appropriate to target audience using a result profile.

### **Administration Profiles**

Administration tool for the database manager. Activate/Deactivate: if "active", the administration profiles are added to or subtracted from the selection result of the output. Filter profiles or expand profiles for other selection profiles. The results produced by a filter profile are removed from the selection result. The results produced by an expand profile are merged with the selection result. Supplementary data fields for the selection of decoys and address removals. Assignment of priorities for processing order of multiple administration profiles. Definition of validity contexts.

### **Selection**

Selections using own unified address data: using external imported data, data related externally to address data records, completed marketing activities for exclusion and inclusion in new activities (follow-up activities), using

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### Selection (cont.)

the statistical records (sales and turnover for products and customers), using consolidated records for a proprietor or a company group. Differentiated selections: according to prospective and/or actual customers as well as other roles, according to particular traits of prospective and actual customers, according to countries and regions (e.g. for regional inserts). Online selection simulation (pre-configuration of number of hits). Relative date entries in selections. Online display and post-editing selection result in address list form. Sorting of the address list according to individually expandable criteria: business partner, city and zip code. Selection result (random). Indication and display of "new" target addresses after address redirection in the list. Manual deactivation of single addresses in a selection result. Supports subscription change / promotional shipment (e.g. for journals). Indication of selected addresses with activity flag. Saving of selection result for follow-up activities. Generating transactions for a selection result. Selection according to hierarchy features.

### Consolidation

Consolidation of target addresses according to preset rules: Number of contact names per business partner, number of contact names per business partner or address. Definition of priority rules for consolidation: Institution before contact, contact before institution, contact before individual, individual before contact. Prioritized consolidations. C/o contact before institution. Institution before c/o contact.

### Address Redirection

Redirection of selected addresses to a preset target address. Redirection to the institution. Flag and display new target addresses after address redirection.

### Online Processing of Address List

Editing the address list online. Exclusion of target addresses. Creation of transactions for selected addresses, e.g. to carry out telesales activities (using Work Flow Management).

### Address Output

Label printing. List printing. Mail Merge. Infomail Import and Export. MS Word target file. Exporting of addresses (e.g. for lettershop editing or service enterprises). Cheshire printing for mass processing. Selected address information output using freely defined data sources.

### Mail Merge Processing

Back office option for creating personalized mail merge using batch procedure. Entry of any start time (night-time processing possible). Output to selected printer for all selected business partners or contacts. Definition of mail merge templates in international address pool "Mail merge and text module management" component. Linking to data sources, making mail merge fields available from the database. Automatic directing of further output information for non-personalized addresses.

### Automatic Creation of e-Mails and Faxes

Use of "e-mail" processing method to send an e-mail with subject, text and attachments to a particular target audience. Assignment of attachments from the file directory to the output card using drag-and-drop. Sending mail using integrated communications software through an SMTP (Simple Mail Transfer Protocol) interface to a networked mail server. Selection of various processing methods, such as "Fax" (prerequisite: fax server running SMTP).

### Editing Results

Enhancement of the selection results of complex marketing activities with additional features as a basis for data analysis and data mining. Predefined classifiers for describing the features to be allocated to a specific target group (e.g. A, B, C Accounts). Allocation of address type, role, categories and assignment type (add, update). De classifiers for removing the allocated features. Customer specific post-editing of a selection result in the marketing database. Application of SQL scripts to selection results. SQL creation in the data directory.

### Transaction Generation for Selection Result

Reaching selected target audience using telesales. Transaction samples as template for efficient transaction creation. Specification of transaction type, assigned documents or document templates, mail merge templates, reminders including user or team and reminder date as well as contact instructions. Creation of selected address transactions using transaction samples, recording in telesales agent's reminder. Carrying out of mail merge in batch asynchronously and also automatically.

### Customer-specific Data Export to Selections

Generation of special export formats for further processing of the selected target groups by a letter shop or other service enterprise. Outputs all data created for the individual objects in the database via definable data sources. Adapts data sources individually without programming. Data from MKG data sources can be saved to the file system. Definition of the data sources via the InfoMaker tool. Output formats: text, CSV, Excel, HTML, DBASE III, SQL Syntax, Windows Metafile.

### Marketing Activity Management

Creation, editing and searching of different marketing activities and promotion materials. Assignment of products (e.g. journals, books, loose-leaf) within an activity, with the possibility of creating an integrated catalog or activity letter. Identification of the activity specifically using computer-supported

### Marketing Activity Management (cont.)

activity numbers. Management of marketing activities and campaigns. Assignment of promotion material from the product pool. Management of any operational contacts (lettershop, suppliers, etc.) for a marketing activity. Recording of information about the target audience and expanded activity profile as freely determinable classifications. Optimal support for the user through the defining of contact information, for example, for telesales activities. Planned, targeted and actual costs statement. Importing of the activity costs from an external application via a data interface (e.g. SAP).

### Marketing Activities

Marketing contact counter activities: cumulation and selection of the number of marketing contacts for the whole customer relationship, on a quarterly basis per distribution channel (marketing channel) and product. Definition of the scope (split) that a product is being promoted through an activity. "Marketing contact" record with the following selection areas: number of business partner contacts and number of contacts. Schedule planning, schedule monitoring and schedule framework for marketing activities.

### Shipping Pool

Consolidation of similar types of shipments from different marketing activities into a single shipment pool, saving shipping costs. The benefits of pool shipment: Consolidation of shipments from different marketing activities into one shipment profile, creating a single postage-optimized consignment, which can be sent out all at once. Optionally, the consolidation of real address duplicates. The order of activity numbers from pooled marketing activities can be defined by the user. Continuation of the processing of target addresses from a shipping profile using standard output, export and import options. Management of label information specific to an activity (activity number).

### Combining Promotional Material for Delivery and Controlling Letter Shops

Combination shipments of promotional material which take advantage of modern shipping and postal cost reduction possibilities. Avoidance of multiple shipments from different marketing activities to the same target audience. The benefits of combination shipments: Combination of differently formatted promotion material in one shipment according to selected target audience; postage savings by consolidating shipments; control and packaging according to lists of shipment types; optimized processing of automatically assembled shipment packages using Cheshire labels.

### Success Check

Examination and evaluation of the success of marketing activities using projected and actual response rates, as well as variable and fixed costs. Calculation of numerous reference figures order to evaluate the success of marketing activities based on the use of fewer entry values (projected values). Calculation of projected, estimated and actual values for turnover and cost quotients, cost per order (CPO), cost per interest (CPI), first order quotas and first customer quotas. Consolidation of actual values for sales and turnover from the actual orders received. Entering of orders received using a distribution system or statistic import interfaces. Entering of actual cost values from the Financial Accounting Department (e.g. SAP) using a batch procedure. Flexible output of activity success data by way of accompanying reports: Activity success gauged by positive response, retrospective examination and marketing results (TC, CPO and incoming orders). Online display of response per advertised product (using network distribution system or available statistics import interface).

### Editor for Address Imports

Editing, correction and subsequent import of non-importable addresses, roles and classifications and of their corresponding customer pool and order data. Non-overlapping, success-oriented implementation in online mode. Generation and display of success statistics. Address import interface suitable for importing and exporting data, and for the regular exchange ("Update") of address data. IAP Editor with editing, correction and evaluation options for address import interface data. Importing and examination of large data sets in small cycles, processing by team available. Linkage of numerous import procedures possible. Transfer of additional information via interface tables with Pre- and Post-SQL.

### Call Center Option

More efficient design of call center activities; inbound using computer/telephone integration (CTI) and outbound using support and management options for call center teams. Support of inbound business using ACD equipment with standardized interfaces (TAPI). Activation online of caller's transaction history through incoming telephone number. Redirection of callers and online transactions to other agents or teams. Support of outbound business using integrated communication software for connection to telephone, fax, and e-mail. Grouping of users in teams, who together realize and maintain business transactions. Supervisor option for job routing and overseeing work-in-progress. Search for business transactions realized or edited by each team. Prevention of "cherry-picking" by limiting access. Cooperative work on jobs in teams. Avoidance of conflicting job access by use of block option. Reminder option permits work load redistribution by supervisor in cases of hindrances.