



Campaign management Keeping ahead of the Joneses

If you are not applying best practice campaign management, Acxiom's **Neil Boulton** explains that the neighbours probably are...

Customers are radically changing how they interact with the companies they are prepared to do business with. Expectations are high; they expect you to know who they are, what and when they purchase, and their communication preferences, all while maintaining an 'arm's length' relationship.

Building a more customer-focused organisation requires targeted marketing to more niche segments across increasingly splintered communication channels. The challenge of retaining control over multiple channels and customer preferences drives sales and marketing teams to consider the benefits of true campaign management.

THE WAY OF THE FUTURE

Once considered high-risk and prohibitively expensive, campaign management tools are now a sound and affordable proposition. It is possible to implement a campaign management solution allowing a single view of your customers and prospects across multiple billing, product and customer facing systems in just a matter of weeks. Precise campaigns can be created in minutes, at a fraction of the cost of 10 years ago.

If you have not included campaign management in your company's long-term plans, there is every chance that your competitors have, and are already realising the benefits.

Today's campaign management solutions are widely varied; in addition to market giants such as SAP and Oracle (Siebel), a diversified range of offerings from other locally supported global players provides small to medium enterprises as well as large, tier-one corporates a choice of far more accessible, affordable and practicable options.

Campaign management software has evolved. Increased investment in applications and the resolution of functionality and reliability issues have resulted in more sophisticated, established and robust tools.

More user-friendly and functionally-rich applications have placed the control of campaign and data management in the hands of marketing rather than IT. Campaign management software simplifies both the deployment of complex, customised campaigns across multiple segments, and the tracking and analysis of response and return rates across those channels. Customers eligible for more than one offer can be identified, and the best opportunity presented to them every time.

Customer-centricity has seen the shift of resources from blanket marketing to more targeted multi-channel initiatives, requiring automation to support and drive business development while measuring ROI and customer engagement. This is achievable through the implementation of campaign management tools and strategies.

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STAY ONE STEP AHEAD

Before you select a solution to suit your needs, however, here are some questions to consider:

- 1 Have you developed a strategy for effective customer and prospect data management? Can you create a single customer view by continually verifying and enriching all aspects of your customer and prospect information?
- 2 How do you select the appropriate campaign management tool to accommodate your organisation's size, infrastructure, budget, go-to market strategies and long-term strategic goals?
- 3 In-house or outsource? Can your technical resources and expertise support an in-house campaign management platform? Should you obtain external assistance to maximise the benefit from

your investment? Or should you outsource, leaving data, software and infrastructure management to the experts while providing sales and marketing desktop access to the full functionality of campaign management?

- 4 Once selected, how do you utilise that tool to its utmost potential? Is it adaptable to your current and long-term needs as marketing and organisational requirements evolve?

Make the most of best practice principles by aligning yourself with a trusted partner to assist you to roll out a progressive, low-risk campaign management strategy. From advising you on optimal customer data management to consulting services to ensure you get the most out of your campaign management software, the right partner can help you select a flexible, scalable solution that will grow with your company and maximise return on investment.

As companies strive to achieve customer-centricity, multi-channel campaign management continues to grow as an industry sector, with a 16 percent compound annual growth rate from 2006 through to 2011, according to the latest Gartner research.¹

Can you afford not to adopt best practice campaign management when your competitors are?

As the global leader in customer data management, Acxiom makes information intelligent. Our lines of business include: data, data services, customer data integration, customer management solutions and campaign management. www.acxiom.com.au.

¹ Gartner Research, 'Magic Quadrant for Multi-channel Campaign Management', 1Q07 Adam Sarner, ID Number: G00147196, published 6 April 2007.