



Take Marketing from 'Mystery' to 'Measurable'

With our Complete Marketing Solutions and Software Implementation Services

About Us

Pinpoint Systems Corporation specializes in the implementation and optimization of enterprise marketing solutions. Our services are built on our understanding of how to design marketing solutions that best accomplish business objectives. We offer a unique approach that links marketing processes and technology systems, including campaign management, marketing resource management, single view of the customer, interactive and multi-channel marketing and marketing measurement solutions.

Services

- Marketing technology strategy and planning
- Marketing process consulting
- Integration of marketing systems and databases
- Marketing software application integration
- Marketing systems support
- Customer analytics and marketing measurement

Complete IBM Unica Support

- IBM Unica Campaign
- IBM Unica Marketing Operations
- IBM Unica Interact
- IBM Unica Detect
- IBM Unica NetInsight
- IBM Unica PredictiveInsight
- IBM Unica CustomerInsight
- IBM Unica Leads

Solutions

- Single view of the customer
- Campaign management
- Multi-channel marketing
- Interactive marketing
- Marketing operations
- Marketing measurement

Industries Served

- Financial Services
- Telecom
- Loyalty
- Retail
- Nonprofit
- Hospitality

SPECIAL OFFER FOR SHOW ATTENDEES: Interactive Marketing Readiness Analysis

Are you ready to implement an interactive marketing solution? This limited engagement analyzes the marketing technology systems and processes you have in place across multiple channels (web, phone, mobile, etc.), finds any gaps and gives you a prioritized plan for rolling out an enterprise-wide interactive marketing solution. For details, call us at 800.809.0612.

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In Practice: A Customer Case Study

Using Response Measurement to Drive Successful Campaigns

Getting the response you want through Strategic Response Design

Our Client

The corporate marketing organization within a Fortune 100 telecommunications company that spans multiple regions and a complex mix of products.

Their Challenge

Our client's large marketing team manages cross-sell campaigns across seven geographic regions and 15 million customers. Each region runs 2-5 campaigns per month, each one introducing special offers that include a complex mix of over 20 products both within and across six service areas. At any one time, more than 50 users run over 100 different campaigns in Unica's Outbound Marketing solution.

The complexity of multiple campaigns and product mixes made it a challenge to collect and compute the right data to enable our client to measure the relative success of their marketing efforts. They created flowchart templates to help them measure responses, but found that up to 80% of the time the product offers were communicated incorrectly. This was largely due to product groupings either not conveyed correctly or user misunderstandings. The process to correct these issues was manual and time consuming, often taking several hours to fix just one incorrect product offer combination.

Our Course of Action

The goal for this client was for their customers to receive more meaningful communications that provided relevant offers. We started by analyzing their entire campaign process, both within and outside of the Unica system. From a technical standpoint, we had to design a solution to automate the response history tracking.

We developed a unique centralized response flowchart directly within Unica Campaign Management for all active campaigns and offers. This functionality placed product data directly with offer data. Users no longer collected response data manually, which meant less mistakes. What had previously been a seven hour process to identify and fix incorrect product offers and prepare the results for reporting became an easy 30 minute task.

A Disciplined Approach to Response Measurement

makes campaign performance measurement both transparent and defensible.

Step 1:

Identify Contacts targeted by each campaign

Step 2:

Identify Previous Responders

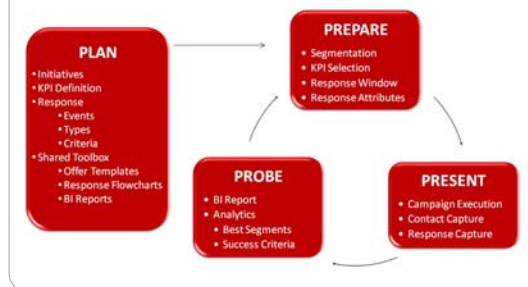
Step 3:

Segment into Response Types – Identify new responders and split the population into the appropriate response type flow

Step 4:

Assign Responders – Identify responders who qualify for each response type and any response-time or response-derived metrics into a Response History tracking table.

The Pinpoint Methodology



Next Steps

With centralized response management in place, end-user time spent on identifying and collecting responders has dropped to zero. Moving forward we are working with the IT support team on further process efficiencies and toolsets to reduce maintenance time as much as possible.