



>> Case Study

Lumenore Improves Campaign Tracking and Effectiveness for a Marketing Solutions Provider

The Background / Scope

The customer is a marketing and customer engagement solution provider. Characterized by its omni-channel data and measurement of campaign effectiveness, the business managed data size of 3-4 GB incrementally. The customer typically performed comparison analysis of different campaigns and campaign response match back.

The Business Need

The customer needed to be able to analyze omni-channel campaign data like email, direct mail, SMS, social media. They wanted to measure the campaign effectiveness by analyzing sales and response match back. The need of the hour was a solution that would help them manage master data for customer and perform AB testing using different segments of customer. The other critical requirement was the ability to analyze impact of campaign on market penetration. In addition, the customer demanded the ability to analyze social media responses with conventional campaign responses to upgrade content and target audiences. A comprehensive analytics dashboard was required, which could collate, analyze data and produce reports on campaign performance activities the company ran for its customers.

The Solution

Lumenore solution from Netlink deployed multiple integration points to connect various data sources. It had different dashboards that provided the ability to manage KPIs and filters dynamically. The solution deployed a highly secured architecture and featured a complete response match back process with different business rules. The solution had the ability to compare the result of multiple campaigns and manage data at multiple aggregate levels to analyze the performance of each level. The solution focused on measuring campaign effectiveness dynamically for different customers/campaigns by focusing on parameters and elements such as click through rate, delivery rate, impression, customer conversion, soft sales established, opt-in rate and customer movements.



Challenges

The customer was not able to analyze omni-channel campaign data like email, direct mail, SMS, social media. An optimal platform was required to measure the campaign effectiveness by analyzing sales and response match back.



Impact

Owing to the sub-optimal campaign analytics platform, the customer was not able to analyze the impact of campaign on market penetration with their existing BI tool which was expensive. It also had minimal levels of customization. The company was not able to analyze social media responses with conventional campaign responses or upgrade content and target audiences.



Resolution

Lumenore platform deployed multiple integration points to connect various data sources. Platform enabled business users to analyze the performance of campaigns, impact on client sales, and define digital marketing strategy.

Business Benefits/ Results

The customer was able to achieve the following business benefits:



Implemented a single platform offering the result of different type of campaigns



Achieved easy correlation of external data points



Gained better segmentation of customer based on data



Gained complete analysis of communication path



Decommissioned the existing BI tool which was expensive and had minimal level of customization



Had more than 2000 satisfied users



Attained better reporting to end customer and support decisions while selecting channel for communication

Get in touch with our team of experts to know how the solution can be implemented for your business

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