

# Marketing Campaign Analytics Solution Framework

## Embedding Analytics for Intelligent Marketing Campaigns

Marketing campaigns are strategically important to any marketer. However, satisfactory response rates from such communication strategies have traditionally been a challenge. In Retail for example promotions in mailings from a large US Grocer have a 40% redemption rate and coupons on register receipts have a 20% redemption rate, which stands out from the industry average of less than 2%<sup>[1]</sup>. So what is different about this approach to marketing campaigns? Given that there are significant budgetary allocations to this form of marketing, it becomes a key focus area for any business wanting to improve its efficiency and market position.

Another challenge is constantly changing consumer behavior. Customers have begun to expect customized messaging as an essential ingredient of any business interaction.

The fact that today there are newer and more sophisticated ways of reaching out to the customer can, in fact, add significant burden on the marketing dollar.

So be it via direct mailers, websites or call centers, marketing campaigns need to be

**Relevant:** this means making the right offer to the right person instead of inundating the population with a multitude of offers in the hope that the campaign achieves a better hit ratio

**Timely:** this means the message must be delivered in the short window of opportunity that the customer provides when he or she interacts with the organization.

<sup>1</sup>: 2009 report: Realizing the Potential of Retail Analytics by Thomas Davenport

## RELEVANT Embedded Analytics

Advanced Analytics is a powerful way to achieve the first objective – “be relevant”. While there are a multitude of Campaign Management solutions in the market, almost all of them focus exclusively on effective and efficient management of the marketing campaign workflow. But for you to extract more value from the campaign management process, you need to leverage analytics at strategic points in the marketing campaign value chain.

The Capgemini Marketing Campaign Analytics solution framework ensures that decisions on marketing campaigns are backed by quantitative analysis which in turn boosts confidence in the results that are achieved.

There are three fundamental aspects in the design of this solution framework

1. The design encapsulates an Analytical engine that can be integrated with any of the leading campaign management solutions such as Aprimo, Epiphany or Unica.
2. The solution embeds analytics in the Plan and Appraise phases of the decision cycle for campaigns. This essentially covers Offer Strategy, Segmentation and Performance Monitoring. The design establishes a

seamless chain of communication whereby the execution phase is managed by traditional marketing campaign management solutions.

3. The design is based on a services based model. This means that Capgemini collaborates with the client to provide the solution as a time-bound contract. The framework is malleable which means that either Capgemini provides exclusive analytics services to augment the “client’s marketing campaign initiatives” or comes in with a campaign management solution partner to provide end-to-end campaign intelligence and management. Other service models

can also be designed based on the specific needs of the customer.

## Key Features of the Solution Framework

### User Interface

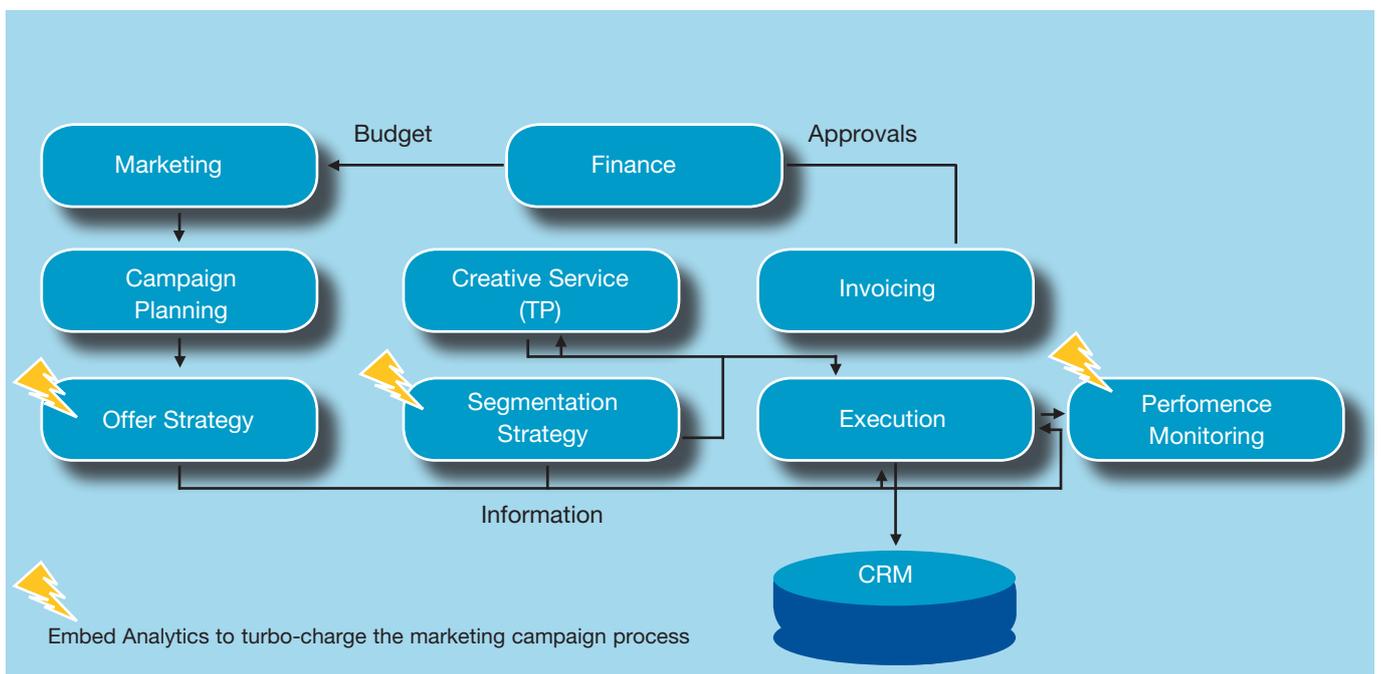
The solution offers a highly customizable role-based user management interface or dashboard that combines both industry standard KPIs and built in analytical intelligence. Capgemini will ensure that the client always has a team available to collaborate, design and troubleshoot potential issues in the context of decision making using these dashboards.

### Advanced Analytics

The solution incorporates advanced analytical algorithms when decisions need to be taken about the content of the marketing communication and the target segment.

- Association Analysis
- Customer Lifetime Value Models
- Cross-sell up sell models
- Advanced Clustering Algorithms

We believe that the use of analytics for performance appraisal of campaigns can create better predictions and faster learning curves than traditional rule-based metrics or KPIs.



**Interactive mix of advanced analytics and continuous feedback mechanisms built into the solution ensures an increasing probability that the consumer is being made the most relevant and timely offer thus leading to increasingly intelligent campaigns over time.**

### Enrichment using social media data and network analysis

A primary differentiator is the use of Social Network Analysis. Our solution incorporates social network algorithms that can churn social media or communication data to find customers or networks (groups of networks) where each constituent member holds a certain degree of influence on the others. This degree of influence is then fed into behavioral segmentation rules to be able to effectively categorize customers on behavioral dimensions and so can add significant value to customer centricity.

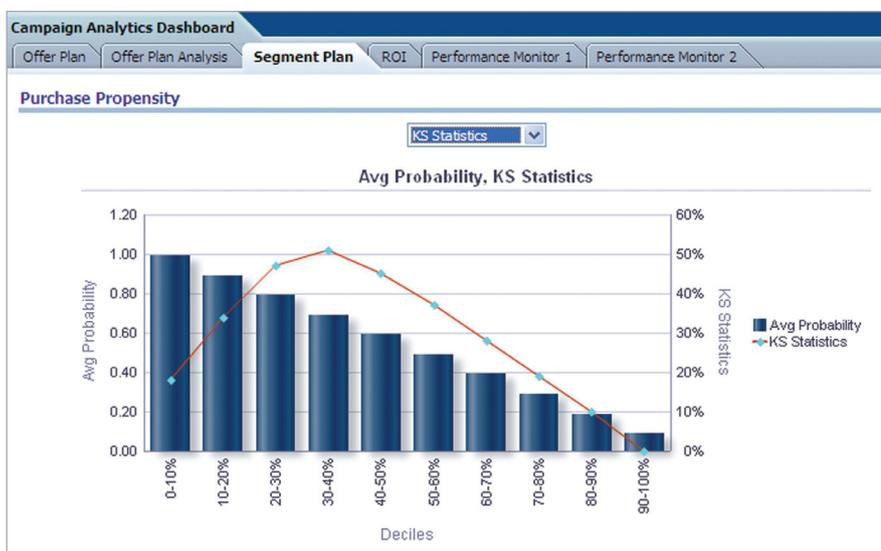
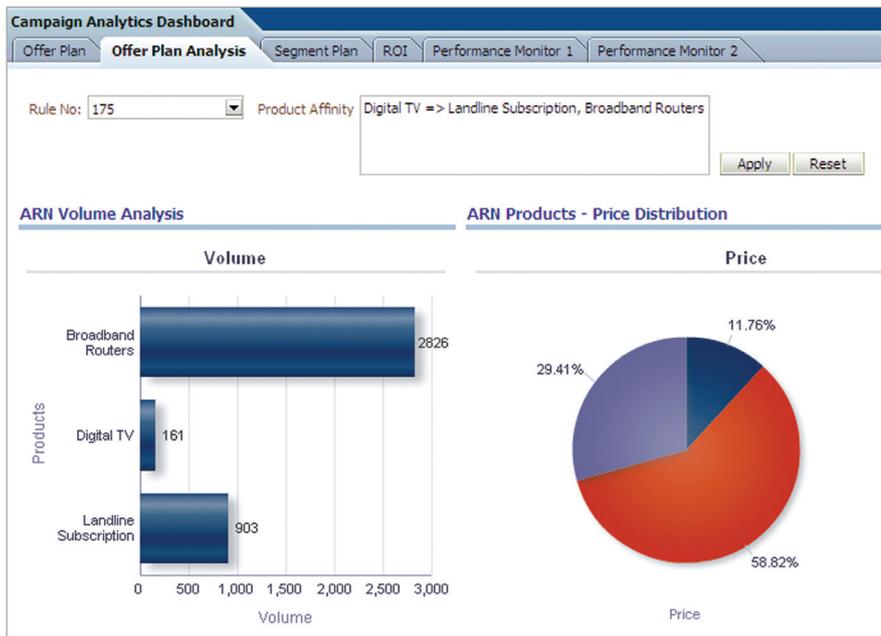
### TIMELY Technology Deployment

The fact that we are able to effectively combine analytics and technology at strategic points of the marketing campaign value chain in this solution is a critical second differentiator.

We leverage our vast experience on Business Intelligence technology platforms to provide a series of look-up and feedback mechanisms using a seamlessly integrated workflow. Offers can be centrally managed in a content repository and delivered on demand across all touch-points including the web, call center and retail point-of-sale to provide intelligent interactions with customers in real-time. The system can therefore anticipate the customer's needs and proactively deliver the most appropriate and customized content just when the customer is most susceptible. The solution also takes the response it receives from customer touch-points and feeds it back into the source modules to ensure increasingly intelligent campaigns over time.

### Business Analytics – Cpgemini Business Information Management (BIM)

The Cpgemini Marketing Campaign Analytics Solution Framework has been conceived by our advanced analytics practice, one of the key driving units within the BIM services group. As a practice, today we have more than 300 analytics practitioners in 25 locations across the world. We leverage a database of over 100 client credentials and analytical models which demonstrate our success across diverse industry sectors and business functions.





## About Capgemini

With around 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply

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