

Complete visibility of marketing campaign activity



Business Logic Systems delivers comprehensive campaign reporting capability to provide global mobile network operators with complete visibility of marketing activity.

Accurate campaign monitoring and reporting are vital, but few operators have this capability*. Failure to spot underperforming campaigns in near real-time and stop or correct them, wastes resources and can harm customer perceptions. Manual processing is clumsy and inadequate; and an inability to analyse performance across campaigns means that service synergies lie untapped.

InTelestage™ Campaign Reporter is a campaign monitoring and reporting tool that enables fast, effective decision-making by providing comprehensive information and intelligence at every stage of a campaign.

Analyse campaign efficiency

InTelestage™ Campaign Reporter enables mobile telecoms marketers to take full control of their campaigns with minimal intervention from the IT department:

- Automate the reporting process and produce reports in the format required by the marketing department.
- Allows marketers to identify and maximise synergies between campaigns.
- Establish ROI goals for campaigns and loyalty schemes. Marketers can track and validate the business return from their activity.

** Report: Mobile Marketing Imperatives: Transitioning to a customer-centric approach (Dec '08)*
<http://www.businesslogicsystems.com/research>

Key Features:

- Analyses campaign efficiency and the campaign results returned at each stage.

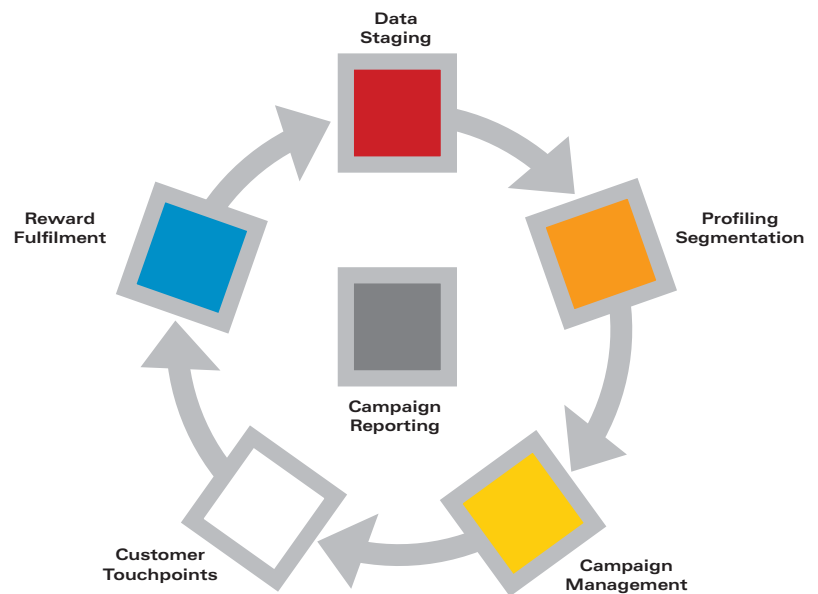
Analysis includes:

- Number of customers targeted by the campaign.
 - Number of customers responding.
 - Number of rewards given per campaign.
 - Rewards type and value.
- Data can be exported into a variety of standard formats including CSV, PDF, Microsoft® Excel and XML.

About Campaign Reporter

Campaign Reporter is part of InTelestage™, the only customer lifecycle management software specifically designed for mobile operators. The InTelestage™ modules share a common software platform, based upon the latest Microsoft .net and service-oriented architecture (SOA). The open architecture enables easy integration with third party applications, helping mobile network operators to create fully-automated marketing processes to build long-term subscriber profitability.

When integrated with other modules from the InTelestage™ portfolio, Campaign Reporter allows marketers to analyse campaign results and efficiency across multiple campaigns targeting customer micro-segments from the desktop.



The Next Step

To find out more please contact our marketing team at marketing@businesslogic.co.uk

To read more about InTelestage™ products and solutions or Business Logic Systems technology go to:

<http://www.businesslogicsystems.com>

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