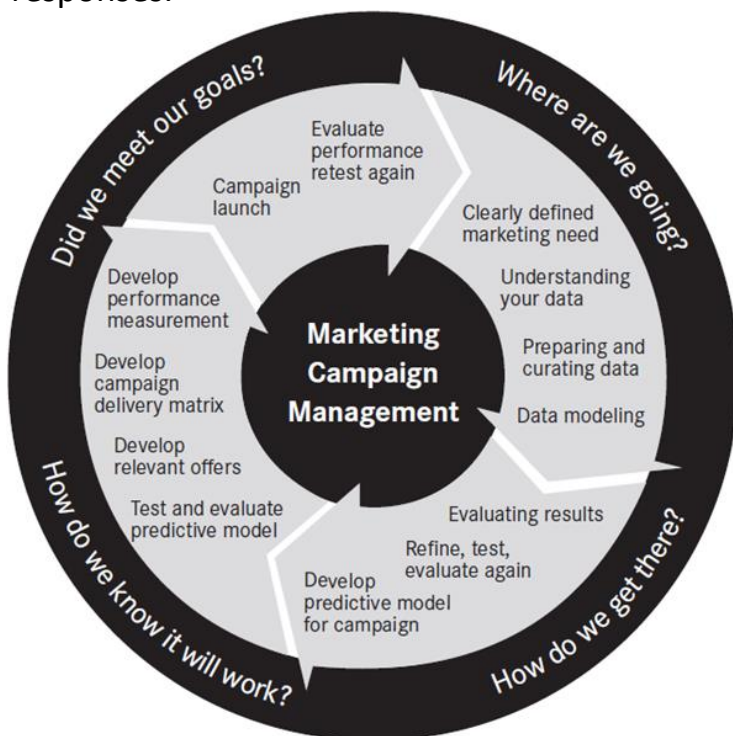




Building a Data-Driven Marketing Campaign

Your data-driven marketing campaign is far more granular than a traditional advertising campaign. This is the result of being able to target and deliver segment specific customer-centric messages, and to be able to track individual customer responses.



So using customer data allows your marketing department to design marketing/advertising that engages prospects and customers on a more one-to-one basis - with offers that are relevant to their specific needs.

Our working model for an integrated data driven marketing campaign provides a full 360-degree view focused on driving improved performance. This model is visually displayed in the chart.

One of the great opportunities of marketing today is the ability to utilize multiple channels to connect with customers and prospects (for lead generation). The flip side of that opportunity is the challenge of managing campaigns between multiple channels where data is disparate and insights are harder to distill from campaign results.

Customer data and marketing analytics are the methods for developing an understanding of the various ways people will find your institution. This means your marketing department can create marketing campaigns that launch from multiple channels and remain connected to each other so that you can collect and analyze data at every point of your new customer's journey.