



We Share Our Knowledge

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Test Counts

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1. Background

One of the first stages of planning a campaign is identifying the optimal target audience for that campaign.

The campaign planner can use a set of business rules in order to describe the target audience. Examples of such rules are: age, seniority, salary levels, the model of mobile phone owned by the customer, etc.

After establishing the factors according to which the planner wishes to segment the population, he will need to refer to the IT department or the team responsible for executing the campaign through the CM system, in order to obtain the number of customers (post segmentation) the campaign will be targeted towards.

Only then do problems begin to surface. The above-mentioned number is much higher than expected, and the population needs to be re-segmented more precisely. Either that or the number is much lower than expected, in which case the campaign planner needs to decide whether to redefine the segmentation criteria.

This work process can become very frustrating for the planner, as he does not possess the tools needed to effectively analyze the company's customer base. Not without having to rely on the help of other sources within the organization.

Additionally, the process of launching a campaign becomes tedious and needs many segmentation reiterations.

2. The Business Need

- Finding a simple technological solution in order to enable marketing/sales managers to effectively analyze the campaign's target market.
- Coming up with new ideas for campaigns, based on an effective analysis of the customer base.
- Conveying the ability to estimate campaign scales to the marketing/sales teams, in order to effectively plan campaigns.

3. The Solution

By outlining the basic process stages, the required business solution can be obtained:

- Defining a set of measures and dimensions according to which the organization intends to study and analyze its customer base.
- Creating an OLAP cube by using simple technological tools that are available in nearly any organization today.
- Creating unique views for each of the relevant departments, thus enabling the marketing/sales manager to easily segment the number of customers targeted by the campaign.

4. Conclusion

By using technological tools such as the OLAP cube, we can provide the organization with a useful instrument of analyzing target markets and evaluating campaign scales.

This way, we can improve time utilization until the campaign launch, and create a more efficient and successful work process between the different departments of the organization.

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About Synergy

Synergy is an international consulting company, specializing in Analytical CRM solutions.

Synergy offers marketing oriented business ventures, formed by a team of leading local and international industry experts.

Synergy aims to provide its customers with the ability of acquiring commercial advantages by informative analysis of their customers' shopping data.

Synergy has vast experience in working with leading commercial organizations, both locally and internationally, and its clientele includes foremost industry leaders in the communications, financial and retail fields.

For more information, visit our website at: www.il-synergy.com, or email us at: info@il-synergy.com.

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