

Deployment
of email and SMS
campaigns

DEDICATED MARKETING CAMPAIGN



For companies modernising their customer relations: distributing one-to-one messages in real time.

Consumers are more and more demanding, and if it's not done in real-time then it just won't do. Consumers want quick results, and not to waste time on inappropriately targeted communication. They want an exchange, a genuine customer/advertiser dialogue, but prefer to be contacted via digital channels.

For advertisers, being interactive in your communication means getting to keep your customers, encouraging their loyalty and increasing your return on investment.

Promoting the right product or service to the right person just when they need it most.

At each stage in the customer life cycle, Cabestan places the emphasis on adopting a unique approach to each and every customer for interactive and efficient communication.

The challenge

To build a personalized relationship in real time with every member of your target audience.

The Cabestan platform allows you to:

- > Implement and automate loyalty and acquisition campaign scenarios: promotional competitions, sponsoring, viral marketing, etc.
- > Planning follow-up messages: Re-Marketing
- > Managing promotional offers: barcode, e-coupons, product catalogue
- > Triggering alerts by email or SMS
- > Document digitization: online invoices, online account management, meter readings
- > Managing service emails: confirmation / cancellation email, welcome email, purchase / order / delivery confirmation email, login/password management



The **DEDICATED MARKETING CAMPAIGN** solution facilitates the deployment of your email and SMS campaigns.

For what purpose ?

- > For global management of your customer acquisition and loyalty campaigns
- > For interactive and personalised communication with your customers
- > For planning your communication strategy
- > For improved profitability

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CREATING AND EDITING PERSONALISED CONTENT

Content creation and editing module

For easy drafting of your messages using an HTML editor.

The messages created are dispatched in multi-part format.

Dynamic one-to-one personalisation module

Personalise your messages in real time: the platform lets you create One-to-One personalisation rules associating merger fields with advanced scenarios calling on content blocks.

In this way you can personalise both form and content (message customisation, choosing the best offer, etc.). When the campaign is being dispatched, the engine identifies for each recipient the information hosted in the base to be used and dynamically generates the message.

CAMPAIGN DISTRIBUTION

Triggering module

Trigger the sending of emails according to the web user's behaviour: alerts and service emails signalling registration confirmation, order, delivery, online invoice, registration and cancellation.

Programming module

Program the date and time of your campaign dispatch.

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MULTICHANNEL CAMPAIGN SCENARIOS

Construct a communication operation via different and complementary channels: email, SMS, website, point of sale, etc. They all interconnect to constitute one and the same campaign.

Be able to count on the global consistency of your campaign. Find the right combination according to the product to be promoted and the target audience.

By means of Cabestan Marketing Data-mart management and the integration of inbound and outbound data traffic, Cabestan implements multichannel campaign scenarios calling on useful customer data according to the channels used.

This means that you can, for example, send out an email to your customer, encourage him to go and see the product in-store, send him the product catalogue, send him a follow-up SMS and prompt him to effect an online transaction.

Cabestan, the specialist in customer relations via email and SMS, gives you the EMAIL/SMS/WEB management combination.

CONTACT

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