

Statistical analysis of your campaign results
Behavioural analysis of your contacts

DEDICATED MARKETING ANALYTICS



For companies modernizing their customer relations: Analyse the results of your marketing campaigns and the evolution of your customers' behaviour.

Is my campaign living up to my expectations? Has it had the impact hoped for? Which consumers have reacted? What are the action follow-up hypotheses? What is the average time between purchases? What type of product is purchased in the first transaction? By having the right measurement and analysis tools you will optimise your return on investment.

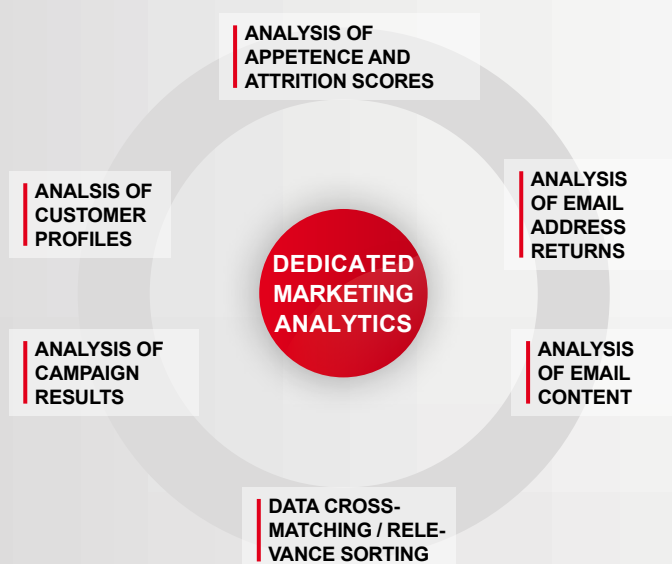
Cabestan offers powerful tools for analysing and comprehending customer behaviour and campaign results.

Cabestan helps marketing managers to analyse, by means of graphic reports, the results of the distributed marketing campaigns and the behaviour of customers in order to better understand their requirements.

The Cabestan platform is able to do this because it ships advanced analytical functions enabling profiling, scoring, segmentation, predictive analysis and reporting.

The Cabestan platform interfaces seamlessly with datamining solutions, CRM tools and web analytics, so offering highly sophisticated statistical reports.

Cabestan sends you automatically via email the statistical reports corresponding to the results of your marketing actions.



The DEDICATED MARKETING ANALYTICS solution enables the analysis of the results of your marketing actions and integration of changes in customer behaviour, so allowing you to make rapid and reasoned decisions.

For what purpose ?

- > Analysing campaign results
- > Monitoring changes in consumer behaviour
- > Increasingly fine-tuned segmentation for strategic targeting
- > Saving time, increasing profits

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CAMPAIGN RESULT REPORTS

The Cabestan platform enables you to carry out all the analyses necessary in order to analyse customer behaviour and acquire a better understanding of their requirements.

Campaign report

For viewing the results of the campaigns run: receipt, opening, click, sales, unsubscription, undeliverable address, etc.

For measuring the ROI via the sales figures, average basket, number of orders.

For exploiting all statistics via sequential sorting and cross-sorting.

CUSTOMER BEHAVIOUR REPORTS

Cross-matching customer data in order to analyse and comprehend customer behaviour and expectations.

Creating scores for optimised targeting.

Sequential sorting and cross-sorting through the various database fields. This type of report facilitates the segmentation analysis for strategic targeting.

These analyses make it possible to:

- > Identify the most profitable customers
- > Reactivate inactive customers
- > Determine and react to basket abandonments
- > Allocate indicators to sales lead maturity
- > Convert sales opportunities
- > Transform sales leads into customers
- > Predict future customer requirements

CONTACT

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