

## A Breakthrough in Commercial and Fundraising Campaign Management

Business Analytics

Budgeting & Forecasting

Campaign Development

Results Management

Integrates with MS Excel

Non-technical interface

Budgeting, response tracking, analysis, segmenting, profit and loss reporting, campaign creating... with so many components and variables to keep track of executing and reporting on a medium-to-large direct marketing campaign can become daunting. Even for a marketing expert! You may find yourself constantly turning to your IT department for support – which can put a strain on your organisation's resources.

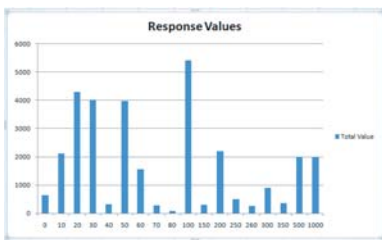


### All in One Solution

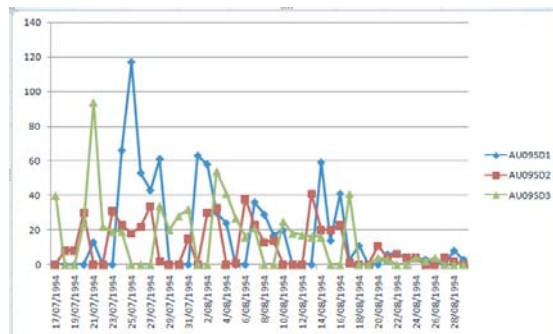
CAMPAIGNman was designed to take the headache out of campaign management and to put all the tools you need straight into your hands in an affordable package. It begins as an easy to use out-of-the-box application and grows with your needs. CAMPAIGNman includes all of the tools that will assist you in each of the stages of your marketing campaigns: analysis and planning, execution, tracking and results management.

### Powerful and Affordable

CAMPAIGNman is the first off-the-shelf system to deliver a big-business level of functionality at a small-business price, in a form that is simple to operate for the average PC user. The cost and complexity of developing fully realised campaign management tools have, until now, been barriers that had not been overcome in the industry. DMS is proud to be the first to supply them to you.



Hundreds of analysis types included



Forecast	%	Actual	%	Deviation	%
700	7.00	866	8.66	166	23.71
25,000		31,130		6,130	24.52
35.71		35.95		0.23	0.65
0	0.00	0	0.00	0	0
1,000	142.86	1,065	122.58	65.00	6.50
20,000		22,221		2,221.00	11.10

Analyse every aspect of your campaign



## CAMPAIGNman enables you to:

### **Identify the high and low points of your campaign at a glance.**

Call up return on investment and revenue projections in a graphic or tabular format for your individual marketing activities or entire campaigns.

### **Manage your production schedule.**

Respond immediately if a campaign moves away from your expectations. Manage a crisis or capitalise on a marketing opportunity within days instead of weeks.

### **Manage budgeting and forecasting.**

With a vast range of performance indicators available in a few keystrokes, CAMPAIGNman makes budgeting and forecasting a breeze.

### **Make the most appealing offer to your best customers at their most responsive time.**

Sophisticated data mining tools make the process of selecting customer segments easy. Introduce test variables and "what if?" analysis to find your best mix of creative and targeting factors.

### **Maximise customer lifetime value.**

Track and work with the natural stages of your sales cycle so that you are addressing customer opportunities and objections as they naturally come up.

### **Gain high-end tailored analysis without the expense of hired consultants.**

We appreciate that your organisation may have unique requirements that need to be specifically addressed. That's why we provide analysis tools tailored to address your specific marketing needs – allowing you to capitalise on unique competitive advantages and identify new opportunities.

## How CAMPAIGNman works:

CAMPAIGNman arranges your campaign, customer and product sales key performance indicators (e.g. response rates, average transaction value, sales figures, acquisition rates and profit/loss) in a clean and simple environment based around three explorers. These explorers allow you to navigate throughout your entire campaign structure, customer database or product list.

By using the campaign explorer for example, questions such as "Which segment purchased which products?"; "Do my responses vary depending on geographic location?" and "Which offer triggered the best response?" can be answered in seconds on a single segment, a range of segments or the campaign as a whole.

You can then use what you've learnt to create new campaigns. Even complex, multi-part campaigns across multiple media are easy to create. Segments can be created from any of the explorers thus allowing you to target and personalise based on previous campaign responsiveness, customer value or products purchased for example. CAMPAIGNman even includes deduping tools to make sure your database is in tip top condition before you start, and it tracks every solicitation made for ongoing campaign measurement.

*To find out more about how CAMPAIGNman can solve your campaign management problems, call us now.*



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**Rapid Transaction Processing**  
**Campaign Management**  
**Rich & Flexible Reporting**

**Tailored Reports & Modules**  
**Customer Giving Patterns**  
**Segmentation & Targeting**