

Marketing

Successful multi-channel businesses need to know which marketing efforts return the most profit and what drives those results. Having the data to support your marketing plan allows you to reap the maximum profits from your marketing campaigns.

Manage Metrix applies industry best-practices and key performance indicators to allow you to:

- Know if you are meeting plan goals quickly – so you can react to changes
- Effectively deploy your marketing efforts and budget
- Find the right list segments for promotions
- Analyze the optimum combination of media, spotlight, message to buy and list
- Learn what profitable promotions and offer/customer combinations share in common
- Identify how different buyer groups (1x, 2x, etc.) respond to offers
- See what each type of buyer really contributes to the bottom line
- Determine the “sweet spot” of matching the optimum target customers with promotions
- Track and consider marketing costs such as internet sourcing and print costs

Why is this usually so hard to do?

- Order and promotion performance are not in the same location as costs
- Plan to actual analysis is manually and tediously created - and usually after the fact
- Difficult to manipulate data to answer evolving questions
- Some data resides in outside sources, such as data at service bureaus
- Hard to compile the information and typically restricted by manual process
- Most order management systems are limited in capturing order source
- Hard to align analysis of internet paid searches, affiliate marketing, and other media types

Want to make it easy? The magic of **Manage Metrix** is how it transforms your data - regardless of where it resides - into actionable information so that you can optimize your marketing efforts. Point and click on Key Performance Indicators to quickly and easily see both summarized and detailed results for:

Offer Performance and Profitability

- Group offers to see results by season, brand, channel, media type, buyers, and time frame
- Learn what attributes motivate buyers and yield profitable promotions
- Compare various media types such as banner ads, email, catalogs, and affiliates
- Bottom line profit and loss results by offer

List Performance and Profitability

- Differentiate between first-time and multiple-time buyers and groups
- Which list/segment combinations perform best with marketing initiatives/methods
- How customer lists/categories perform across multiple offers

Catalog Performance

- How pages and depictions performed

Buyer Performance and Profitability

- Identify offer combinations that influence buyer performance and frequency
- Which marketing efforts and costs contribute to influence buyer response
- Understand what it costs to obtain, promote and retain your buyers