

CRM

Customer Marketing

THE MODULE ALLOWS RETAILERS TO TARGET AND SEGMENT CUSTOMERS AND ENABLES EXECUTION OF MULTIPLE CAMPAIGNS ACROSS ALL CHANNELS, CREATING A COMPLETE CUSTOMER ENGAGEMENT THAT DRIVES DEMAND AND REVENUE.

The screenshot displays a software interface for data analysis. At the top, there are navigation icons and a status bar showing '0 of 0'. Below this, a 'Series' dropdown is set to 'Sales' and a 'Template' dropdown is set to 'Sales By Department'. Buttons for 'Preview', 'Print Preview', and 'Export' are visible. The main area is a table with columns for 'Grand Total', 'Q1', 'Q2', 'Q3', and 'Q4'. The rows list various product categories like 'Bags', 'Boots', 'Boys Casual/Ou...', etc. To the right of the table is a configuration panel with sections for 'Filter Area', 'Row Area', 'Column Area', and 'Data Area'. The 'Filter Area' contains fields for 'SalesU', 'YR', 'SSN', and 'MTH'. The 'Row Area' has a 'ClassName' field. The 'Column Area' has a 'QTR' dropdown. The 'Data Area' has a 'Sales' field. At the bottom right of the panel, there is a checkbox for 'Defer Layout Update' and an 'Update' button.

	Grand Total	Q1	Q2	Q3	Q4
Bags	2,363	50	173	1,778	362
Boots	77,352	12,556	3,655	16,590	44,551
Boys Casual/Ou...	1,535	245	600	155	535
Boys Casuals/O...	730	225	200	215	90
Boys Fashion/C...	1,773	414	648	456	255
Boys Infant Athl...	285	110	45	35	95
Boys Junior Athl...	12,820	2,423	1,852	7,235	1,310
Boys Kids Athlet...	9,039	1,560	860	5,424	1,195
Boys Sandals	3,622	800	2,327	495	
Boys Toddler At...	2,024	504	193	974	353
Boys Winter Boots	6,490	405		0	6,085
Casual Sandals	3,010	260	2,160	590	
Comfort Sandals	21,017	2,905	13,590	4,692	-170
Dress	13,819	2,670	3,030	4,948	3,171
Flat Sandals	3,648	278	2,100	1,270	
Flats	2,205	340	500	1,045	320
Flips / Slides	8,090	870	4,343	2,877	
Footwear Acces...	150	50	60	20	20
Girls Casual/Out...	4,740	1,059	633	2,050	998
Girls Fashion/Ca...	7,725	1,539	1,801	3,496	889
Girls Infant Athl...	408	140	76	164	28
Girls Junior Athl...	8,310	2,145	1,338	4,377	450
Girls Kids Athleti...	7,122	929	695	5,052	446

Advanced Marketing module is designed to enable you to create optimized strategic marketing plans and campaigns based on customer segmentation, purchase patterns and ranking derived from your integrated multi-channel customer profile and purchase history data warehouse.

Feature	Key Benefits
Customer segmentation	Identify specific groups of customers by loyalty program status, demographics, recency, frequency, value, brand loyalty, and other dimensions so you can promote to them more effectively
Personalized cross-selling	Automatically recommend to customers (or store associates serving customers) additional or higher-margin products based on the product under consideration and historic data on that particular customer
Promotion optimization	Accurately forecast the sales lift that a specific promotion will have and then balance the combination of sales lift and net margin to optimize return on that promotion
Multi-channel customer service	Enable customers to easily order online and pick up or make returns to stores. Understand your best customers' online, store, catalog, and total behavior
Loyalty program Development	Develop and manage new loyalty program features that differentiate your program from others. Then measure their effectiveness and ROI
Email Marketing	Use highly targeted email campaigns, which are automatically personalized to each customer, to add value. Personalization increases both the effectiveness of each campaign and the volume of customers opting to receive emails
Optimize Campaigns	Identify the optimum format and promotional plan to use at existing store locations to increase comp store sales