

WHAT IS MARKETING INTELLIGENCE?

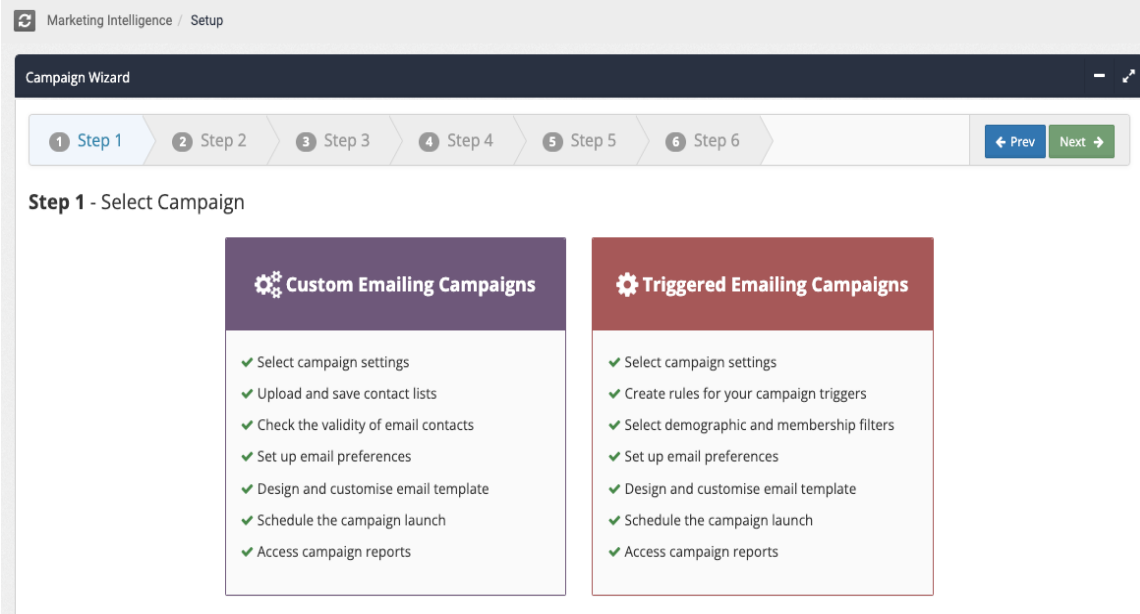
Dynamic and automated communications lets organisations connect to current and prospective clients. Used as a standalone module or more effectively with strategic insight gathered from targeting modules such as Biz Insight, Geo Impacts or Social Value Calculator.

A focused and controllable marketing strategy is essential to all successful operators. Getting the right message to the right people at the right time is at the heart of this module.

Marketing Intelligence allows customers to dynamically create surveys, standard mailers such as birthdays and bulletins as well as campaign templates for regular or ad-hoc campaigns linked to customer journeys.

KEY FEATURES AND BENEFITS:

- **Reporting** - Open and click rates allow monitoring of campaigns.
- **Automated Triggers** - campaigns and delivery management allow for automated marketing strategies, maintaining direct, regular connection.
- **Track outcomes** - of campaigns to optimise the customer journey through access to shared best practices from the sector
- **Automated delivery** - of a wide variety of communication.
- **DataHub linked triggers** - allow for appropriate campaigns to the right people, leading to higher rates of return.
- **Reduced marketing costs** - through links to other DataHub modules allowing for identification of specific demographics, sports and locations.
- **Simple user interface** - for configuring branded campaigns and maintain strong customer communication plans



Marketing Intelligence / Setup

Campaign Wizard

1 Step 1 2 Step 2 3 Step 3 4 Step 4 5 Step 5 6 Step 6

← Prev Next →

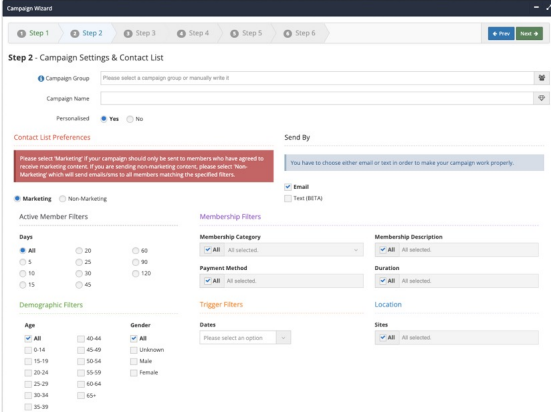
Step 1 - Select Campaign

Custom Emailing Campaigns

- ✓ Select campaign settings
- ✓ Upload and save contact lists
- ✓ Check the validity of email contacts
- ✓ Set up email preferences
- ✓ Design and customise email template
- ✓ Schedule the campaign launch
- ✓ Access campaign reports

Triggered Emailing Campaigns

- ✓ Select campaign settings
- ✓ Create rules for your campaign triggers
- ✓ Select demographic and membership filters
- ✓ Set up email preferences
- ✓ Design and customise email template
- ✓ Schedule the campaign launch
- ✓ Access campaign reports



Campaign Wizard

Step 2 - Campaign Settings & Contact List

Campaign Group: Please select a campaign group or manually write it

Campaign Name:

Personalised: Yes No

Send By: Email Text (BETA)

Please select 'Marketing' if your campaign should only be sent to members who have agreed to receive marketing content. If you are creating non-marketing content, please select 'Non-Marketing' which will send emails to all members matching the specified filters.

Marketing Non-Marketing

Active Member Filters

Membership Filters

Demographic Filters

Membership Category: All (All selected)

Membership Description: All (All selected)

Payment Method: All (All selected)

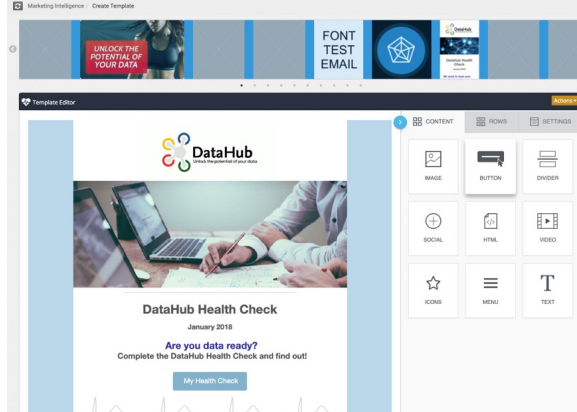
Duration: All (All selected)

Trigger Filters

Location: All (All selected)

Dates: Please select an option

Sites: All (All selected)



Marketing Intelligence - Create Template

Font Test Email

UNLOCK THE POTENTIAL OF YOUR DATA

DataHub

DataHub Health Check

January 2018

Are you data ready?
Complete the DataHub Health Check and find out!

My Health Check