CAMPFIRE: CAMPAIGN AUTOMATION AND IMPROVIZATION PLATFORM

Campfire provides a unique, integrated platform combining Adobe Campaign's powerful real-time feedback capabilities with SiteCatalyst's powerful web analytics, backed by advanced Campfire Business Framework components, which helps a campaign manager make on-time, intelligent, and well-informed campaign roll-outs.

Campfire has powerful capabilities that allow business alert notification services based on conversion index, related comparison metrics, and critical success factor metrics. It has the capability to create virtual customer segments, geo-clusters, and a host of features that allow

the marketing team to make informed decisions based on real-time campaign data.

Campfire is powerful enough to send personalized reward programs to individuals based on their interests, preferences, and framework parameters.

Industry – Use Case Examples

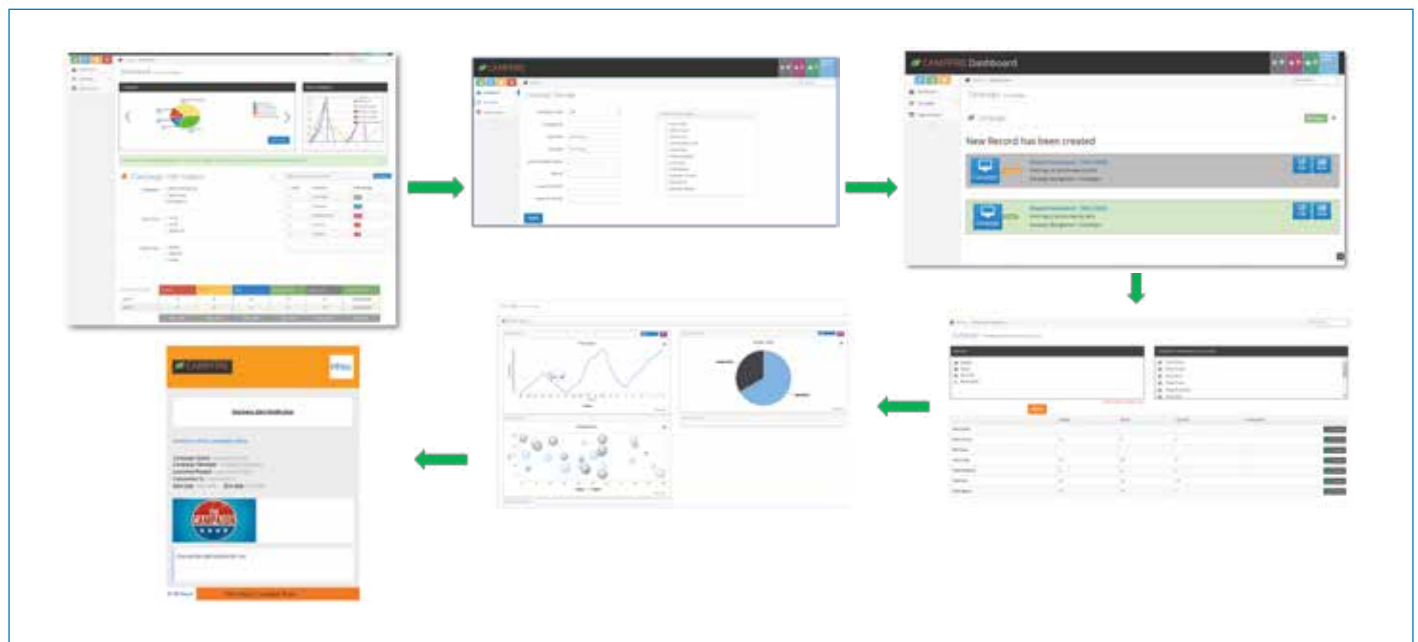Campfire offers Plug & Play — a cross-industry ready framework

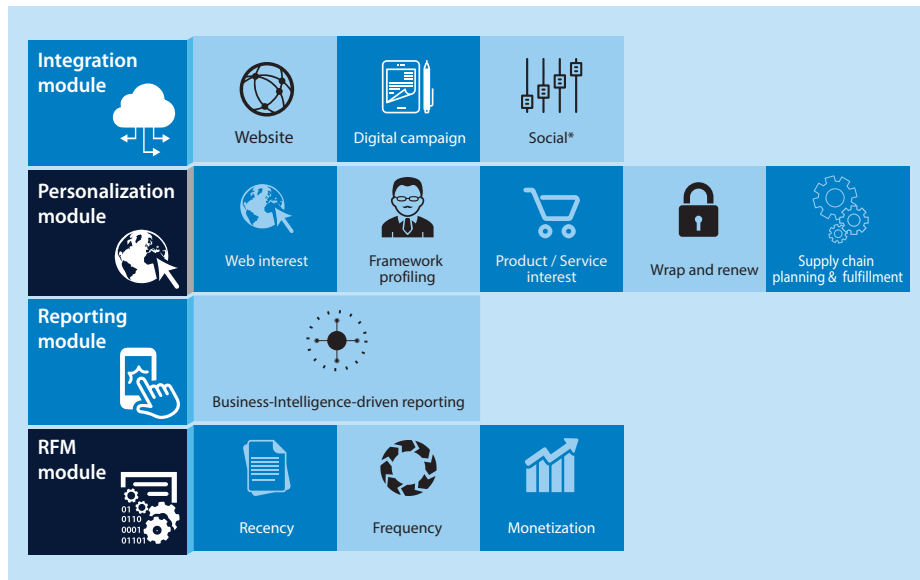| Module / Industry	Telecom	Healthcare	Media and Entertainment	Consumer	Banking
Real-time campaign feedback	✓	✓	✓	✓	✓
Business alert notification	✓	✓	✓	✓	✓
Real-time segmentation / clustering, etc.	✓	✓	✓	✓	✓
Real-time RFM ranking	✓	✓	✓	✓	✓
Contextual campaign management	✓	✓	✓	✓	✓

Business benefits

Increase ROI of campaign

Effective campaign strategies

Integrated and informed campaign management

Higher customer satisfaction

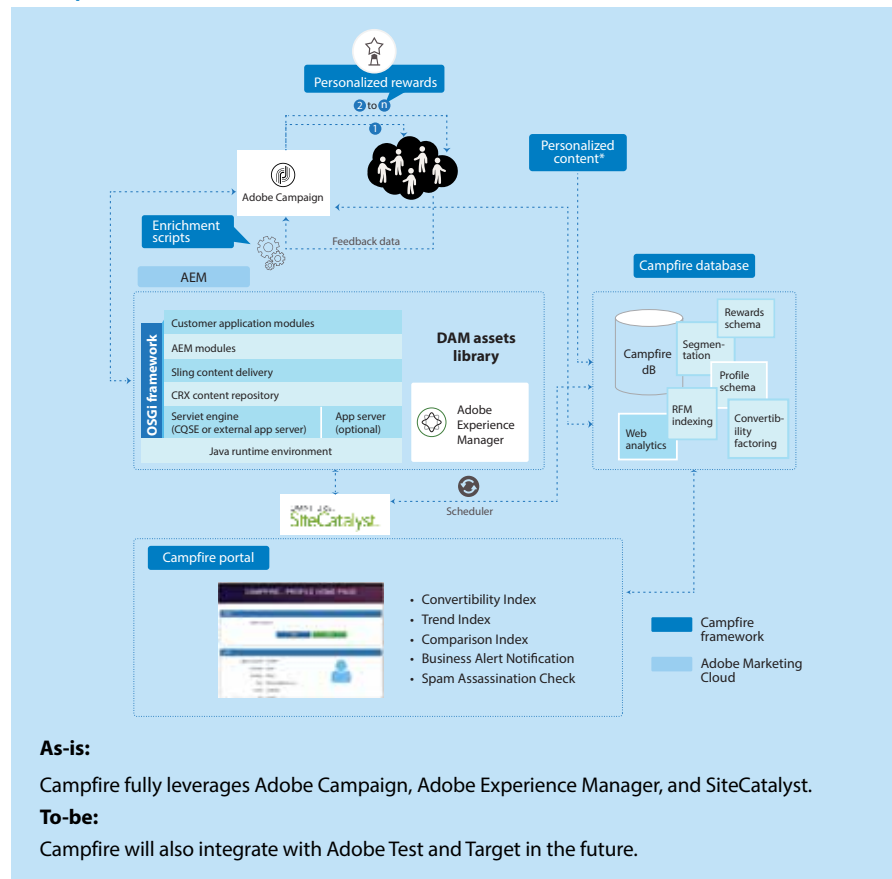Campfire offers impactful and insightful data points for effective digital marketing.

CF Screenshot

Campfire Components

Integration module	Website	Digital campaign	Social*		
Personalization module	Web interest	Framework profiling	Product / Service interest	Wrap and renew	Supply chain planning & fulfillment
Reporting module	Business-Intelligence-driven reporting				
RFM module	Recency	Frequency	Monetization		

Campfire – Architecture

Personalized rewards
2 to n
1
Adobe Campaign
Personalized content*
Enrichment scripts
Feedback data
AEM

OSGi framework
- Customer application modules
- AEM modules
- Sling content delivery
- CRX content repository
- Servlet engine (CQSE or external app server) / App server (optional)
- Java runtime environment

DAM assets library
Adobe Experience Manager

Campfire database
- Campfire dB
- Rewards schema
- Segmentation
- Profile schema
- RFM indexing
- Web analytics
- Convertibility factoring

SiteCatalyst
Scheduler

Campfire portal
- Convertibility Index
- Trend Index
- Comparison Index
- Business Alert Notification
- Spam Assassination Check

Campfire framework
Adobe Marketing Cloud

As-is:
Campfire fully leverages Adobe Campaign, Adobe Experience Manager, and SiteCatalyst.

To-be:
Campfire will also integrate with Adobe Test and Target in the future.

*Adobe Test & Target APIs are expected to be available for integration by mid-2016

Capabilities

- Business alert notification services for campaign alerts, conversion rates, etc.
- Campaign comparison across critical success factors
- Real-time rewards based on current interest, where rewards are targeted for higher convertibility
- Multichannel rewards program: Targeted rewards feedback handled via email / phone / SMS

Convertibility Index
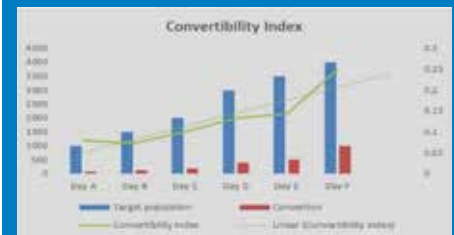
Data points

- Using Campfire framework, convertibility index can be maximized by 25 to 40 percent (based on the simulated landscape; the actual one may be affected based on various factors influencing campaign effectiveness)
- Expected 10 to 20 percent reduction in call-handling time at a call center, leading to significant improvement in customer satisfaction

For more information, contact askus@infosys.com

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