# INFOSYS LOYALTY – CAMPAIGN Strategies and Trends





Global Campaign Management trends

Data-driven marketing increases ROI, with campaigns that leverage data-driven personalization reporting 5-8x ROI for their campaign spend.

Open rates are 14.31% higher in segmented campaigns than in nonsegmented campaigns

According to 65% of marketers, dynamic content in campaign marketing is more efficient and effective. 50% of small and medium-sized Businesses use their marketing automation software to send campaigns.

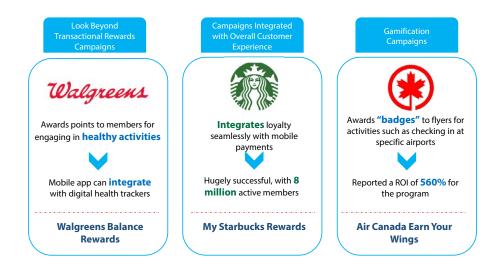
l, with leverage en reporting	Relevant, Flexible and valuable Campaigns	Seamless Multi-Channel Experience	Campaign Performance Metrics
their bend.	Data Analysis and meaningful Customer segments leading to Rewards aligned to Consumer Preferences	Robust campaign platform for Business admins to generate maximum out of the campaigns (Analytical segments, AI based recommendation engine, etc.)	Key KPIs to measure the campaigns performance
14.31% nented n in non- npaigns	Flexible campaign mechanisms, including rewards for Customer Behavior like Referral	Great user experience on mobile apps and websites (ease of navigation, updated information, ability to set preferences, compatible software, etc.)	Direct Feedback mechanism to display Unpleasant customer experiences and take appropriate actions
65% of mamic npaign more ffective.	Opportunity for Cross selling and Providing value to the Customers	Adequate campaign channels, Omni channel campaign setup	Generate the report to measure engagement rate, total reach, etc. of the campaigns

Marketers are spending 15.9 percent of their advertising budget on branding, making it their largest campaign-related line item.

# Campaign Strategies for Maximized Outcomes



### Organizations Leveraged Comprehensive Campaign Management Strategies



### Campaign Management Features and Benefits

#### **Features**



# Infosys experience in revamping campaign management platforms for key clientele Infosys Service Offerings for Modernizing Merchant Acquiring Platforms Revamping Campaign Management platform for a large Bank in North America

The Status Quo	• The Bank was hindered by an Orthodox, legacy Campaign management system and wanted this system to be automated, customizable, flexible and integrated with multiple product lines along with providing personalized and meaningful rewards.
The Reason	• The primary impetus for change at the Bank was the need for an automated and flexible campaign system to keep them on pace with industry change. The team also found that the data must be managed in more efficient manner by optimizing the repositories
The Results	• The Bank now has seamless and automated campaign management system integrated across multiple product lines enabling them a single, real-time, 360-view of their customers across all touchpoints. The clarity of data and the flexibility in adding different attributes helps marketing focus on actual marketing and not on managing a system. The tool captures, analyzes, and organizes customer data. The Bank can deliver a personalized shopping experience to its customers that is relevant and timely

Building Campaign management platform for a large global e-Commerce Retailer

	advertisements/ campaigns on retailer's web/ mobile platforms
The Reason	• The requirement from the client was to automate B2B campaigns by leveraging highly efficient campaign management tool to manage their campaigns and reduce manual work and time significantly
The Results	• The retailer now has an automated campaign management tool which has significantly reduced the manual efforts, lifted new merchant onboarding and increased overall customer experience by providing personalize offerings as well as redemption options. The new campaign management tool also provided retailer with the dashboard functionality to analyze their campaign performance KPIs and reports



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