

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

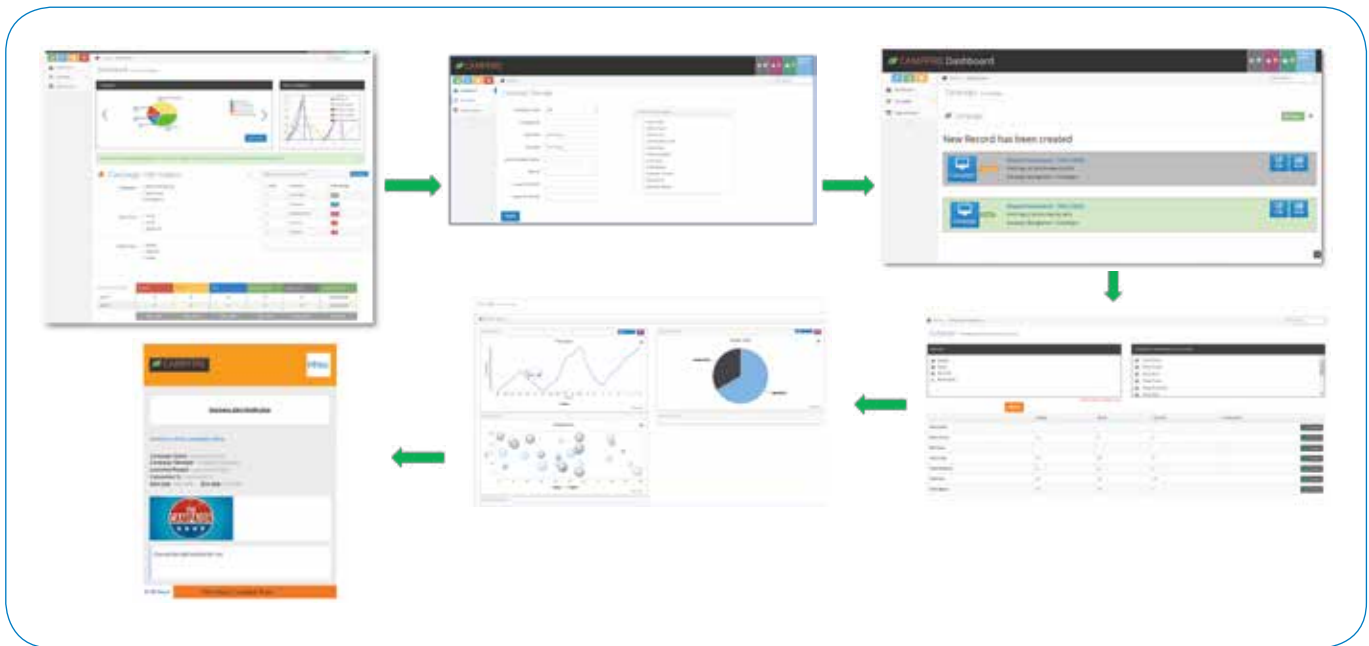
Module / Industry	Telecom	Healthcare	Media and Entertainment	Consumer	Banking
Real-time campaign feedback	✓	✓	✓	✓	✓
Business alert notification	✓	✓	✓	✓	✓
Real-time segmentation / clustering, etc.	✓	✓	✓	✓	✓
Real-time RFM ranking	✓	✓	✓	✓	✓
Contextual campaign management	✓	✓	✓	✓	✓

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.

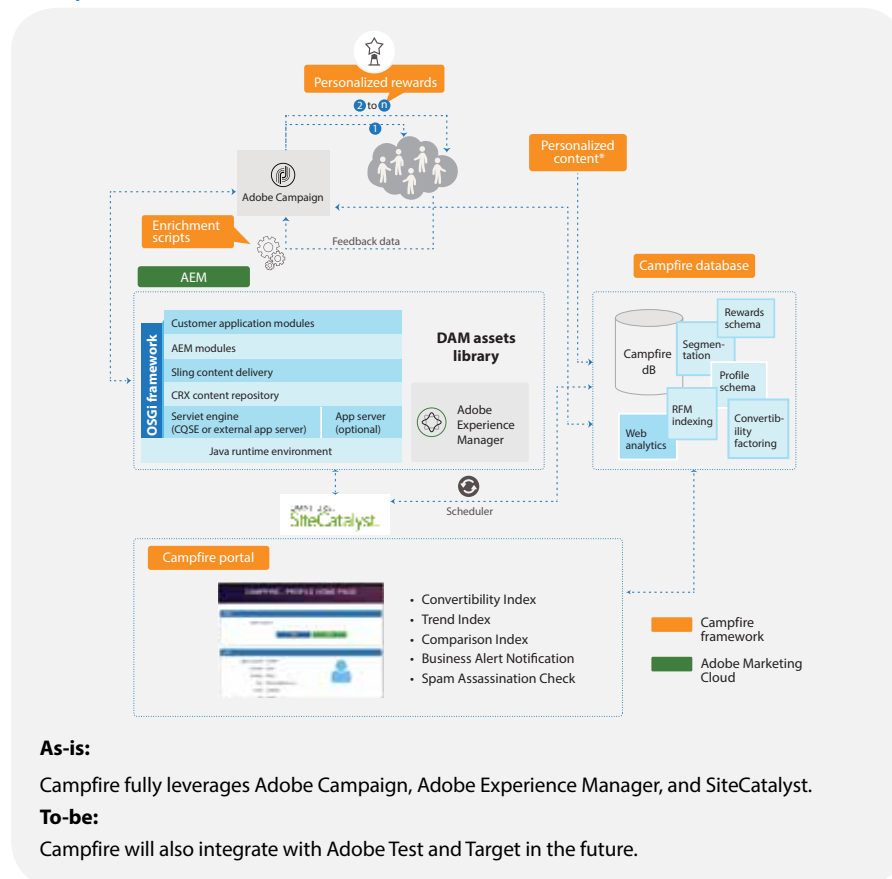
CF Screenshot



Campfire Components



Campfire – Architecture



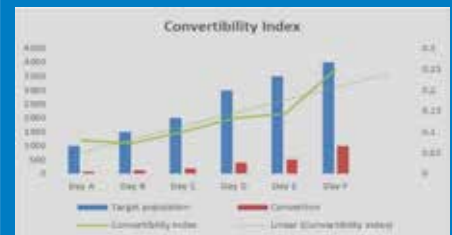
*Adobe Test & Target APIs are expected to be available for integration by mid-2016

For more information, contact askus@infosys.com

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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



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