

## INTACT: INTelligent Automated Campaign Tool



Extensive Product Marketing Campaigns are critical to enterprise businesses whether it is launching new products or sustaining or increasing market footprint – marketing campaigns are the most effective tool to reach end customers. And an effective use of this mode requires intelligent understanding, auto listening, leveraging user history, usage pattern, and other attributes like geopolitical frame of reference of users and user communities. Traditional Campaign Management techniques are not as effective in the fast-changing market and user dynamics of the highly competitive business world where timing and targeting are very important factors in effective campaigning.

Typical key issues around traditional campaigning are:

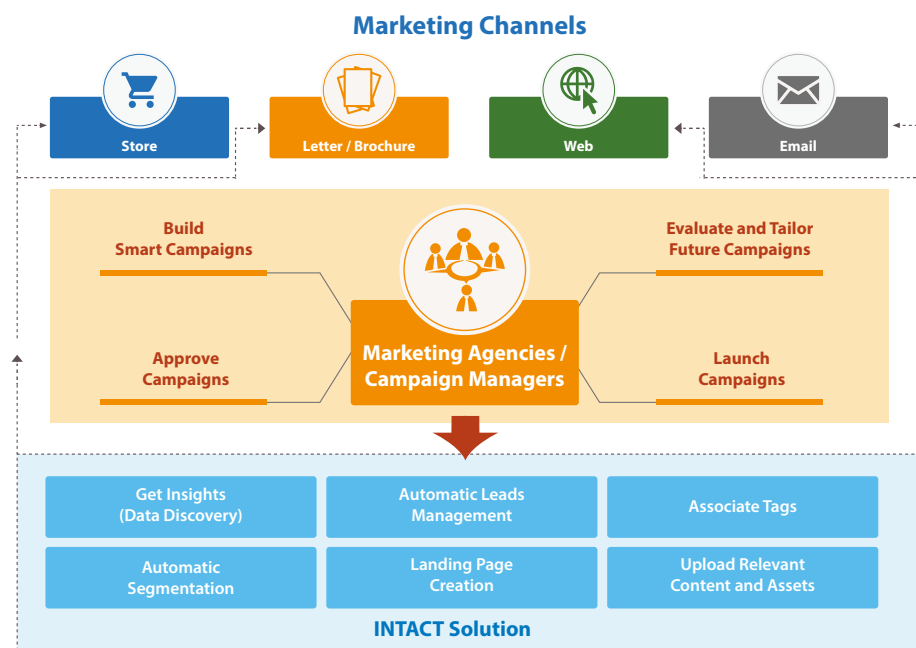
- Proven old processes having manual intervention or asynchronous system hops
- Repetitive set of known customers interested in specific products, no analytics leverage
- Disjointed, isolated, and siloed leverage of historical user data, with no analytics or

rule-based intelligence for marketers

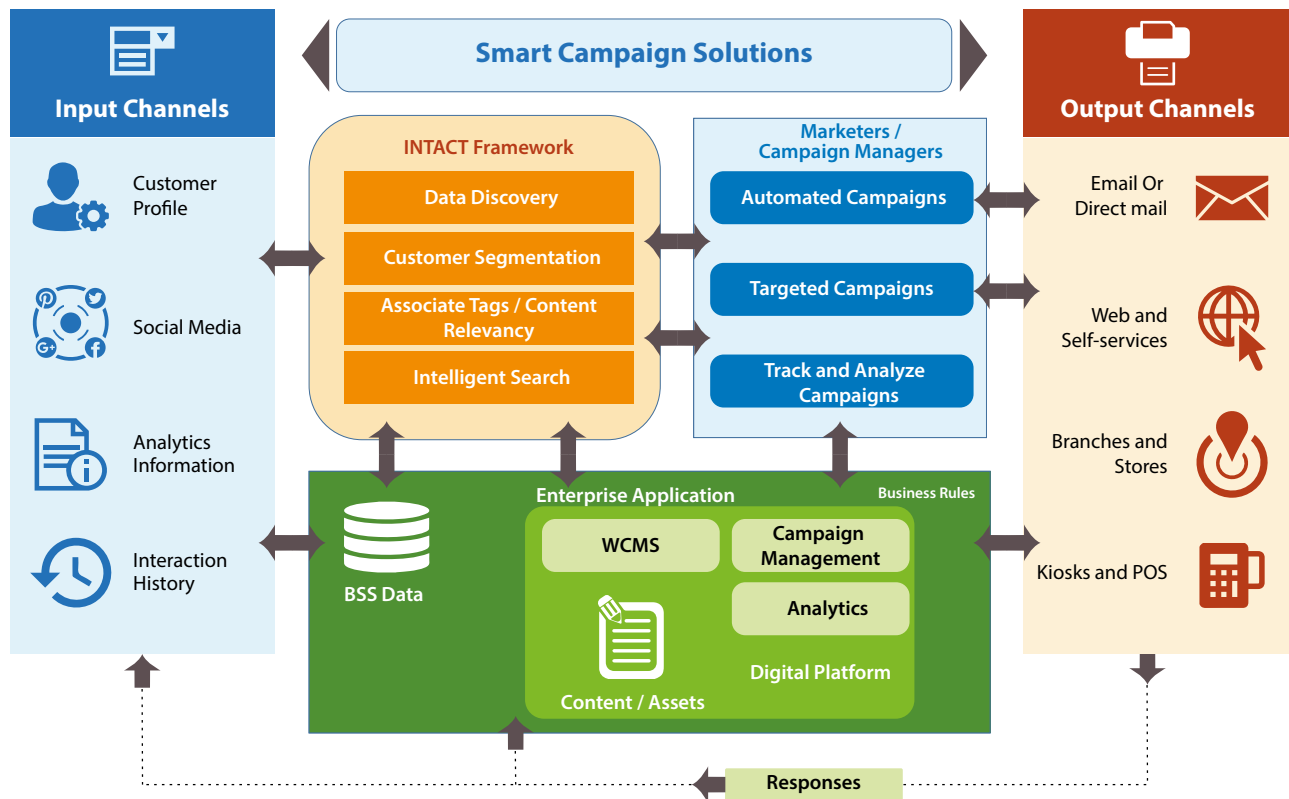
- Disjointed content created lags and increased costs

These issues are faced by brand managers and IT staff working in silos, having dependencies across various enterprise products and application tools which provide less value for creating a campaign and targeting specific audiences.

The Infosys INTACT solution will assist digital marketers to gather end-customer information and provide inputs to create a smart and intelligent campaign. The smart campaigns are targeted to end customers in specific segments who are looking for particular value from a campaign.



## Infosys INTACT Solution



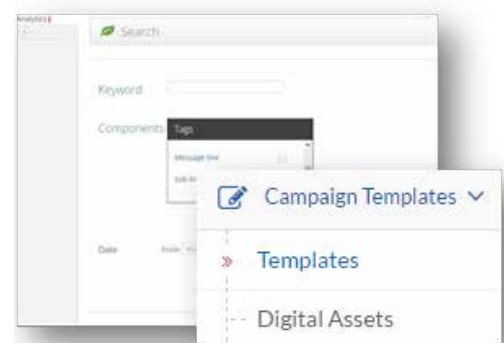
## INTACT – Benefits



### Key benefits include:

- **Process Alignment** – Understand end customers and their journeys, and align the internal processes
- **Gather Data and Discovery** – Gather data from various sources (Social Media, Review Systems, etc.)
- **Intelligent Search** – Create an intelligent search
- **Customer Segmentation** – Create a small but 'value-added' customer segmentation
- **Smart Campaign** – Create a smart campaign for customers in a specific geography with the value-added product features
- **Enable Publishing** across multiple channels

## Infosys INTACT solution



A fully configured, integrated solution with functional business rules, integrated content, a DAM search, and analytics-driven prompts, can improve turnaround time by 20%–30% while improving effectiveness, through conversions and clicks, by a significant percentage.

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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