

# 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 non-segmented 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.*

### Relevant, Flexible and valuable Campaigns

Data Analysis and meaningful Customer segments leading to Rewards aligned to Consumer Preferences

Flexible campaign mechanisms, including rewards for Customer Behavior like Referral

Opportunity for Cross selling and Providing value to the Customers

### Seamless Multi-Channel Experience

Robust campaign platform for Business admins to generate maximum out of the campaigns (Analytical segments, AI based recommendation engine, etc.)

Great user experience on mobile apps and websites (ease of navigation, updated information, ability to set preferences, compatible software, etc.)

Adequate campaign channels, Omni channel campaign setup

### Campaign Performance Metrics

Key KPIs to measure the campaigns performance

Direct Feedback mechanism to display Unpleasant customer experiences and take appropriate actions

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



### Benefits



## 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

#### The Status Quo

- Retailer wanted to build B2B campaign management tool to allow merchants to fund and run their 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 personalized 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

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

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