CAMPFIRE - CAMPAIGN AUTOMATION AND IMPROVISATION PLATFORM

Campaign Automation and Improvisation Platform or CAMPFIRE is a unique "Integrated platform" combining Adobe Campaign's powerful "real-time campaign feedback" capabilities, with Site Catalyst's web analytics, backed with advanced Campfire Business Framework components, which enables a campaign manager in making "on-time", "intelligent" and "well-informed" campaign roll-outs. Campfire has strong capabilities which allows business alert notification services, based on campaign conversion index, related campaign comparison metrics, critical success factor metrics, and capability to create virtual customer segments, geo-clusters and host of features that allows marketing team make informed decision based on real-time campaign data.

Industry Framework

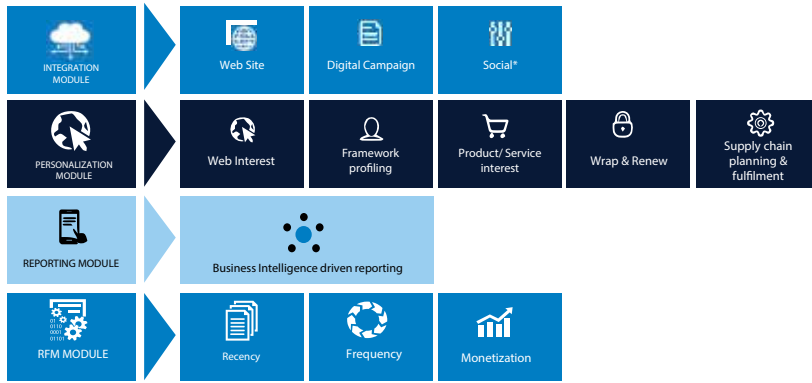Please find below the alignment of modules across the industries

Module/Industry	Telecom	Health- Care	Media & Enter	Consumer	Banking
Real-time Campaign Feed-back	✔	✔	✔	✔	✔
Personalized rewards	✔	✔	✔	✔	✔
Real-time Segmentation/Clustering etc.	✔	✔	✔	✔	✔
Real-time RFM ranking	✔	✔	✔	✔	✔
Contextual campaign management	✔	✔	✔	✔	✔

Business Benefits

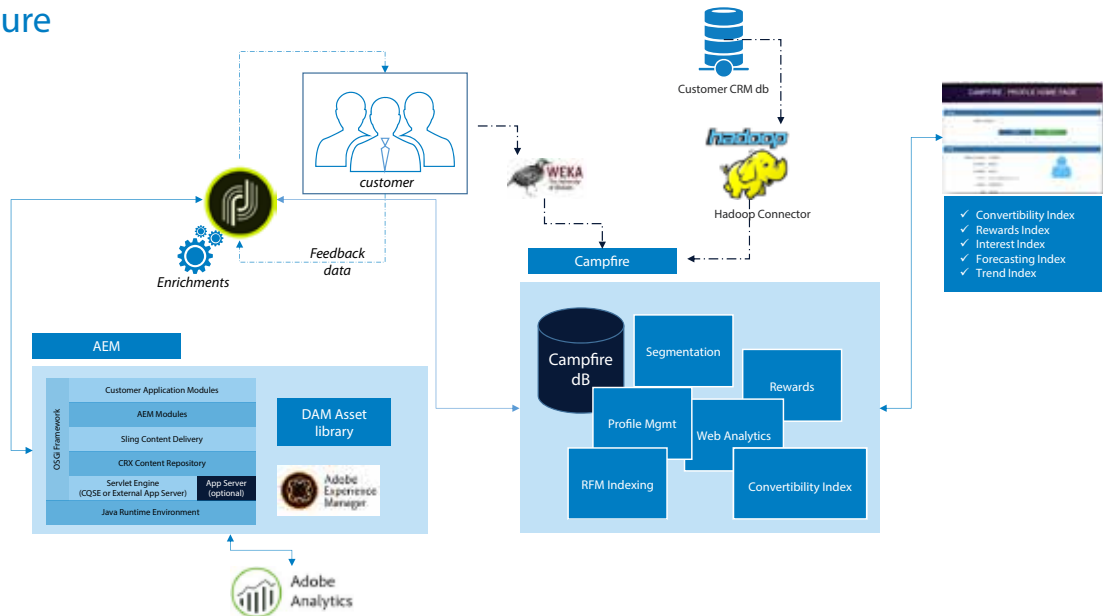Campfire offers impactful and Insightful data points for effective Digital Marketing.

Increase ROI of Campaign

Effective Campaign Strategies

Integrated & Informed Campaign Management

Higher Customer Satisfaction

Campfire Component

INTEGRATION MODULE ▶ Web Site | Digital Campaign | Social*

PERSONALIZATION MODULE ▶ Web Interest | Framework profiling | Product/ Service interest | Wrap & Renew | Supply chain planning & fulfilment

REPORTING MODULE ▶ Business Intelligence driven reporting

RFM MODULE ▶ Recency | Frequency | Monetization

Capabilities

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

Architecture

Customer CRM db
hadoop
Hadoop Connector
CAMPFIRE - PROFILE HOME PAGE

customer
WEKA
Campfire

Enrichments
Feedback data

✓ Convertibility Index
✓ Rewards Index
✓ Interest Index
✓ Forecasting Index
✓ Trend Index

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 Asset library
Adobe Experience Manager

Adobe Analytics

Campfire dB
Segmentation
Rewards
Profile Mgmt
Web Analytics
RFM Indexing
Convertibility Index

Data points:

Convertibility Index

Using Campfire framework, convertibility index can be maximized up to 25-40% (based on simulated landscape – actuals may be affected based on various factors affecting campaign effectiveness)

Expected 10-20% reduction in call handling time at call center, leading to significant improvement in customer satisfaction

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