INTACT: INTELLIGENT AUTOMATED CAMPAIGN TOOL

Extensive Product Marketing Campaigns are life line to enterprise businesses, whether it is about new product launch or sustaining or increasing market footprints, marketing campaigns are the most effective and impactful tool to reach end customers.

To effectively leverage this, campaigns require intelligent understanding, auto listening, making use of historical user data, utilization pattern and other attributes like geo-political frame of reference of users and user communities. Traditional Campaign

Management techniques are not as effective in the fast changing market and user dynamics in highly competitive business world. In the contemporary markets, timing and targeting play a vital role in effective campaigning.
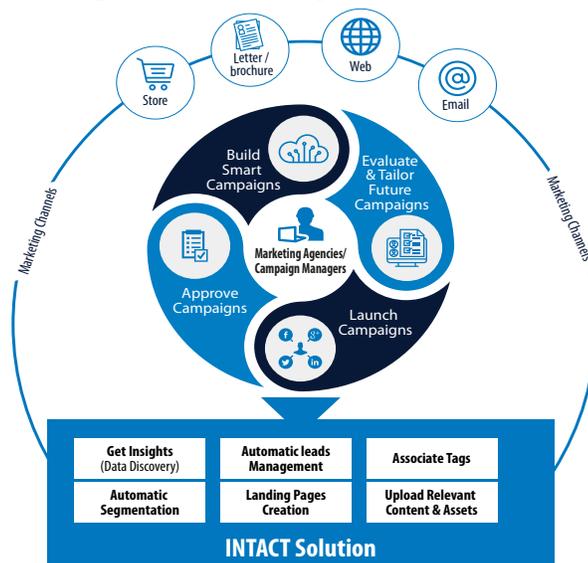
Proven old processes having manual intervention or asynchronous system hops

a. Repetitive set of known customers interested in specific products, no analytics leverage

b. Disjointed, isolated and historical user data in siloes which are not complemented with analytics or rule based intelligence for marketers

c. Disjointed content, lags in updates and increasing cost

These problems are to be overcome by Brand Managers and IT team who are working in silos, having dependencies across various enterprise products and application tools which provides less value for creating a campaign and targeting specific audiences.

INTACT –Be a Smart Campaigner

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 a specific segment who are looking for particular value from a campaign
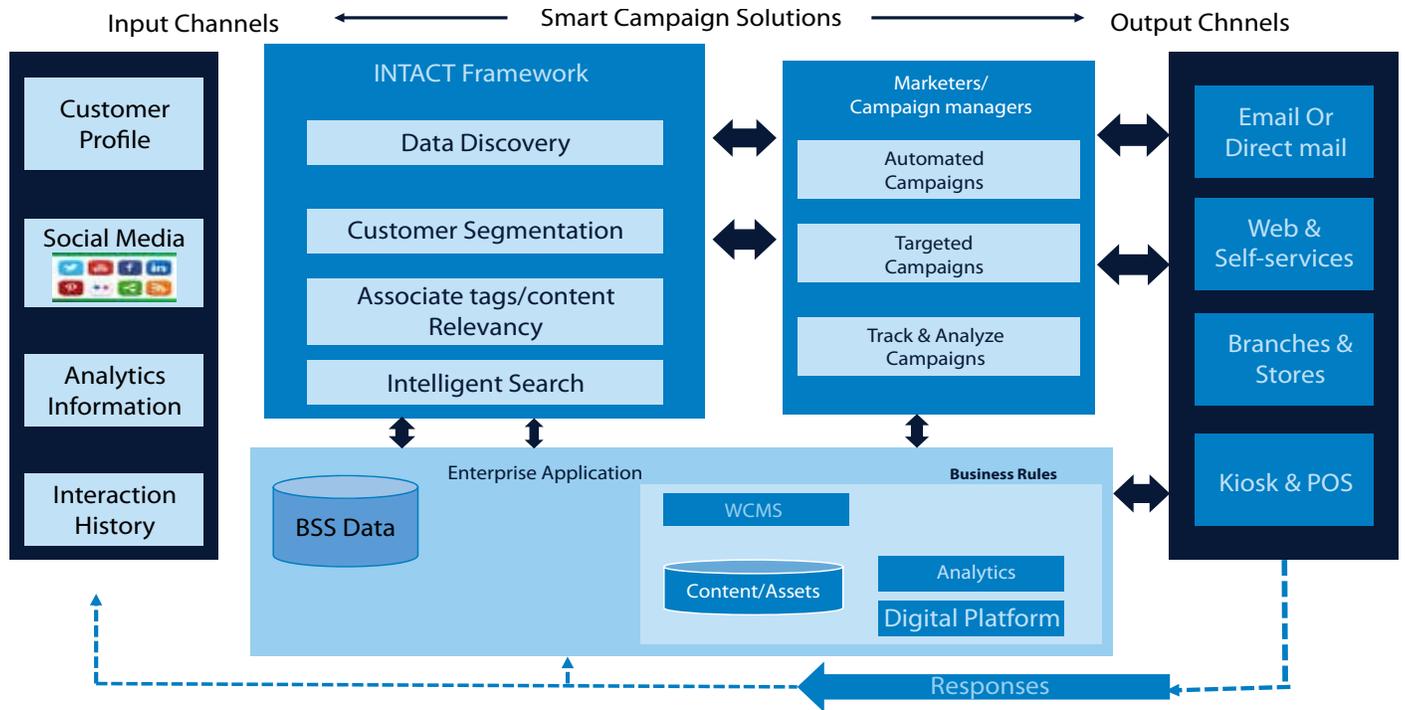

| Get Insights (Data Discovery) | Automatic leads Management | Associate Tags |
| Automatic Segmentation | Landing Pages Creation | Upload Relevant Content & Assets |

INTACT Solution

INTACT – Benefits

Process Alignment → Discovery Smart Campaign → Target Market Segmants

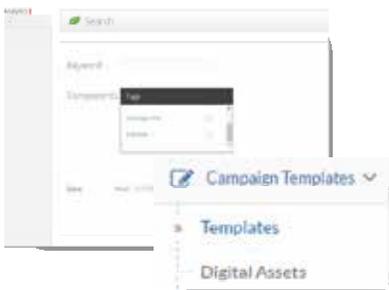**The Key Benefits include:**
- Process Alignment – Understand end customers and their journeys and align the internal processes
- Gather Data and Discovery – Gather data from various soruces (Social Media, Review Systesms etc.)
- Intelligent Search – Create an intelligent search
- Customer Segmentation – Create a small but "value added" customer segmentation
- Smart Campaign – Create a smart campaign for customers in a specific geo with the value added product features
- Eanble Publishing across multiple channels

Infosys INTACT Solution

Input Channels ⟵ Smart Campaign Solutions ⟶ Output Chnnels

INTACT Framework
- Data Discovery
- Customer Segmentation
- Associate tags/content Relevancy
- Intelligent Search

Input Channels
- Customer Profile
- Social Media
- Analytics Information
- Interaction History

Marketers/ Campaign managers
- Automated Campaigns
- Targeted Campaigns
- Track & Analyze Campaigns

Output Channels
- Email Or Direct mail
- Web & Self-services
- Branches & Stores
- Kiosk & POS

Enterprise Application

BSS Data

Business Rules
- WCMS
- Content/Assets
- Analytics

Digital Platform

Responses

Infosys INTACT Solution

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

AMC Features

Experience Center	Innovation Workshop	Custom Health Check
Visit our Experience Center and 80-acre campus in Bangalore	Explore the seven major themes and how you can address them	Contact our consultants to health check your IT strategy

Demonstrate, Touch and Feel, Readymade solutions Offerings across Product landscape

Infosys Digital practice offers unique proposition of Experience Center, Innovation Labs and Assessment of AS-IS processes with proven techniques and frameworks to jump start on the Campaign

To know more about Infosys Adobe Practice and Solutions, please write to us at adobe@infosys.com

For more information, contact askus@infosys.com

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