KSSI Campaign Management
FOR MULTI-CHANNEL MARKETERS

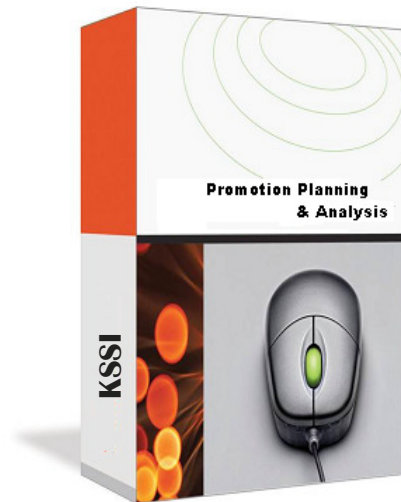## Return On Investment

Audit Marketing Plans

Find strong performing segments that are not in the current campaign. Identifying just one missing segment could generate tens of thousands of dollars in additional revenue.

Avoid Costly Errors

Spreadsheets are prone to formula errors and these errors aren't always easy to find. A single incorrect excel formula can cost you thousands of dollars. Calculations in the PPA are bulletproof!

Save Time

The Optimization feature automatically builds plans based on past performance and user assumptions. See the incremental sales/profit levels under different plan scenarios.

Promotion Planning & Analysis

KSSI

- *Create bottoms up multi-channel plans in minutes. Build your entire annual plan quickly and easily. Keep up to 5 versions of each plan*

- *Plan segment performance using comparable segment performance and scalars*

- *Extensive reporting on plans, forecasts and results. Review segment performance over time*

- *Tracks performance by order channel, original and matchback*

While working with our customers it became clear that marketing planners and analysts are spending 80% of their time gathering data and building spreadsheets. This leaves only 20% of their time to spend on true planning and analysis.

What primary tools are provided to most marketing teams? Usually one – Microsoft Excel. Often this will be augmented with an Access database developed by the analysts themselves.

Excel and Access are useful products, and perhaps everyone on your marketing team is an expert in Excel. But wait, you thought you had direct marketing "experts". Well you do. It's just that they are spending the bulk of their time struggling to obtain and clean the data needed to feed the spreadsheets that they spend hours building. Is this the image you have of your Marketing Department?

It's all about time. Your marketing team actually performs at its best when they are identifying opportunities and executing programs to leverage those opportunities. Your team performs at a high level when they are able to utilize their experience and knowledge on the development of plans and actions to grow your business. **To allow your team to reach peak performance, they will need:**

- ✓ **Fast access to planning and performance**
- ✓ **Easy transfer of data**
- ✓ **Intuitive, accurate planning & analysis environment**
- ✓ **Consistent toolsets instead of "one off" spreadsheets**

Info@kingsoftwaresystems.com   Phone: 330-562-1135

KSSI
King Software Systems, Inc.

PPA Campaign Solution

Quick & Easy

Promotion Planning & Analysis (PPA) provides a fast, flexible, consistent, and accurate environment to plan and analyze your marketing campaigns.

Our Integrated Planning Environment presents a clear intuitive view of all your planning and performance data.

Interfaces

Seamlessly interface with your operational systems. Exchange data with your service providers, list brokers, and other data sources with ease.

Contact

John King

330-562-1135

jking@kingsoftwaresystems.com

Feature	Benefit
Circulation Auditing	❖ Audit insures that you haven't missed anything in your marketing plan ❖ Identifying just one missing segment can generate thousands in additional revenue
Marketing Plan Optimization	❖ Quickly build and adjust plan based on user criteria ❖ Generate and evaluate plan scenarios to maximize profits, sales, or response
Contact Strategy Reporting	❖ Review house and prospect segment performance over time to create optimal contact strategy
Accurate Calculations	❖ Spreadsheets are prone to formula errors ❖ Create effective marketing plans instead of editing and checking formulas ❖ Avoid costly errors
Performance Tracking & Forecasting	❖ By channel ❖ Matchback and original source ❖ Forecast final performance
Segment Planning	❖ Build marketing plans in minutes ❖ Bottoms-up comparable segment performance planning using scalars ❖ Quickly and easily build a complete annual plan
Utilizes Relational Databases	❖ Fast access to plan and performance data for queries and reporting
Data Interface Module	❖ Easily exchange data with your operational systems and service suppliers/vendors

"The tedious and repetitive tasks of building fragile spreadsheets and dealing with unstructured data from various sources are eliminated. Use of the Promotion Planning & Analysis system has allowed us to spend more of our time on activities that actually help to build our business. Most importantly, all of the rich marketing data is available to support the company's planning efforts from finance all the way through operations."

--HSN Improvements

Now that's a competitive edge!

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