



Campaign

imagino Campaign is a software solution that manages and automates marketing campaigns, to create highly personalised, **data-driven customer experiences**.

Campaign implementation is facilitated by visual planning, managing interactions and coordinated execution across all channels. To meet segmentation and personalisation criteria, **the use of a rich and extensive data base** increases the effectiveness of campaigns. **imagino Campaign** doesn't need to create and run a new database, and can take direct advantage of your existing customer repository. Marketing campaigns can then be configured immediately. Data is enriched **to personalise the content** of interactions across mediums. Finally, integrated campaign reports make it **easy to analyse** the performance of your marketing programmes.

MAIN

FEATURES

- ▶ **Mapping your CRM data**
Access your customer data, wherever it is.
- ▶ **Campaign manager**
Define marketing actions, their recurrence, automation and monitoring (campaign reports) from a single interface.
- ▶ **Simple & powerful segmentation**
Perform queries based on any criterion, including advanced concepts such as households, companies, RFM score, etc.
- ▶ **Personalised content**
Create rich, highly personalised content, integrate personalisation fields and display loops.
Example: the last 3 products purchased over the last 6 months.
- ▶ **Volume & real-time**
Send very high volumes of scheduled marketing campaigns, run campaigns in real time with a trigger (e.g. order confirmation, basket abandonment, etc.) and manage sender deliverability.

MAIN

BENEFITS

- ✔ Return on investment after 9 months
 > Enhanced customer knowledge
 > Quantitative and qualitative increase in conversion
 > Reduced customer acquisition costs
- ✔ Integration of a lightweight, powerful solution into your environment
 > Direct access to data
 > Automation of omnichannel customer experiences
- ✔ Increased productivity - personalisation
 > Optimise customer engagement through personalised communication
 > Ability to generate more and better qualified leads
- ✔ Lower churn rates

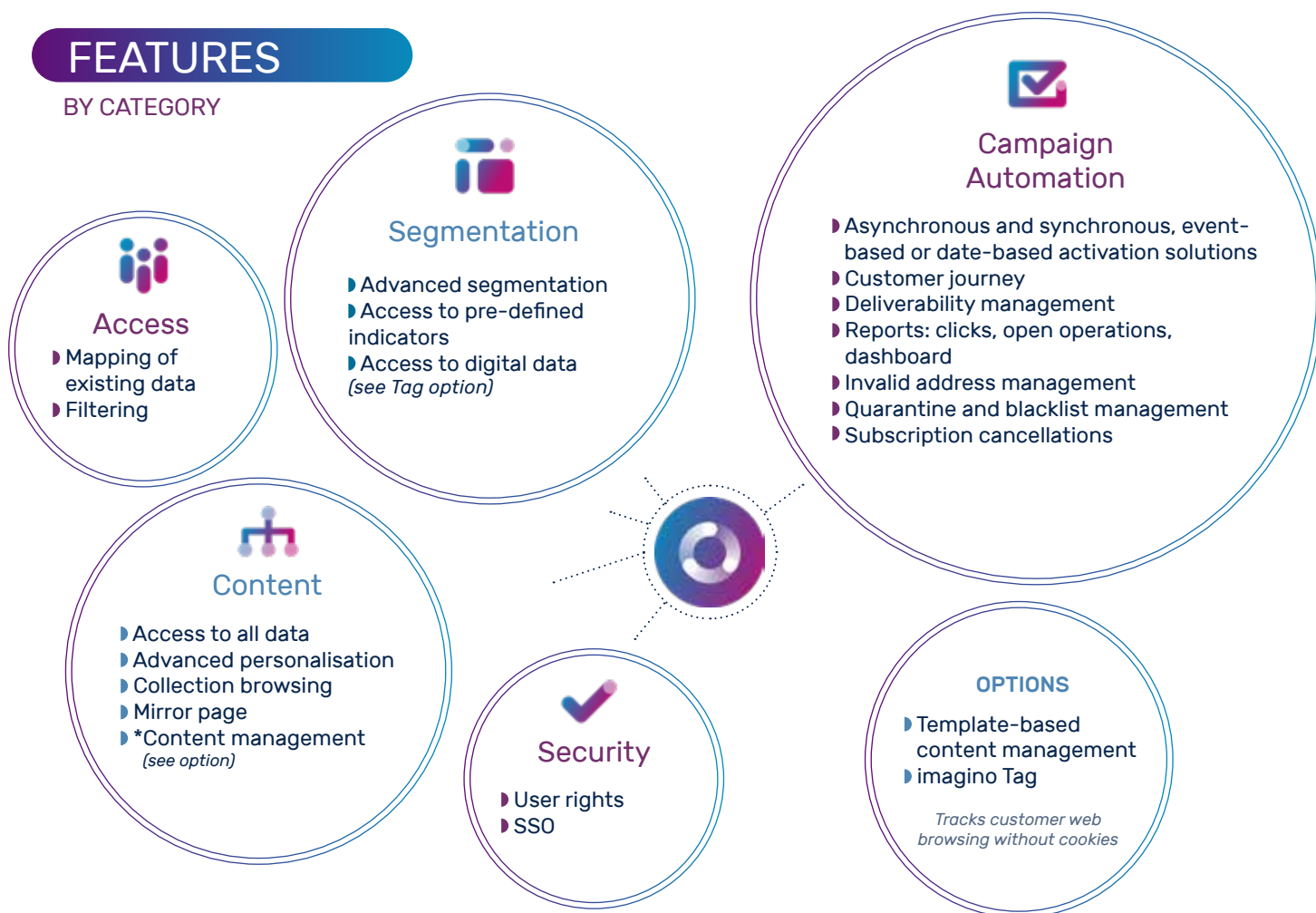
ARCHITECTURE & PLATFORM

imagino Campaign is based on a powerful software platform developed by our teams for maximum efficiency, with the following special features:

- ✔ Cloud-first SaaS platform
- ✔ Experience designed for marketing users
- ✔ High service availability
- ✔ Easy to connect to pre-existing systems
- ✔ Integration of behavioural web data using the imagino tag
- ✔ Encrypted protocols (https, etc.) - with authentication
- ✔ Distributed and scalable architecture
- ✔ Compatibility with different digital interfaces (tablet, telephone, etc.)
- ✔ Data hosted in the European Union

FEATURES

BY CATEGORY



SOME USE-CASES

Digital & omnichannel loyalty

Manage loyalty programs across all channels by implementing personalised customer journeys.

Retargeting

Promote customer engagement through communication campaigns at various events: shopping cart abandonment, product promotion and approval, marketing initiatives, etc.

Confirmation campaign

Trigger a unique customer experience through an event to reinforce engagement based on speed of service response, the principle of security - confidentiality and highly personalised content.