iCIGNAL
MARKETING

ACTIONABLE
Marketing Campaign Solution

EASY

- Knowledge as No.1 CRM provider
- Essential functions for marketer
- Intuitive & simple UI/UX

POWERFUL

- Execute various types of campaign immediately
- Easy targeting by simple Drag & Drop
- Support Omni-channel for customers

FIELD MARKETING
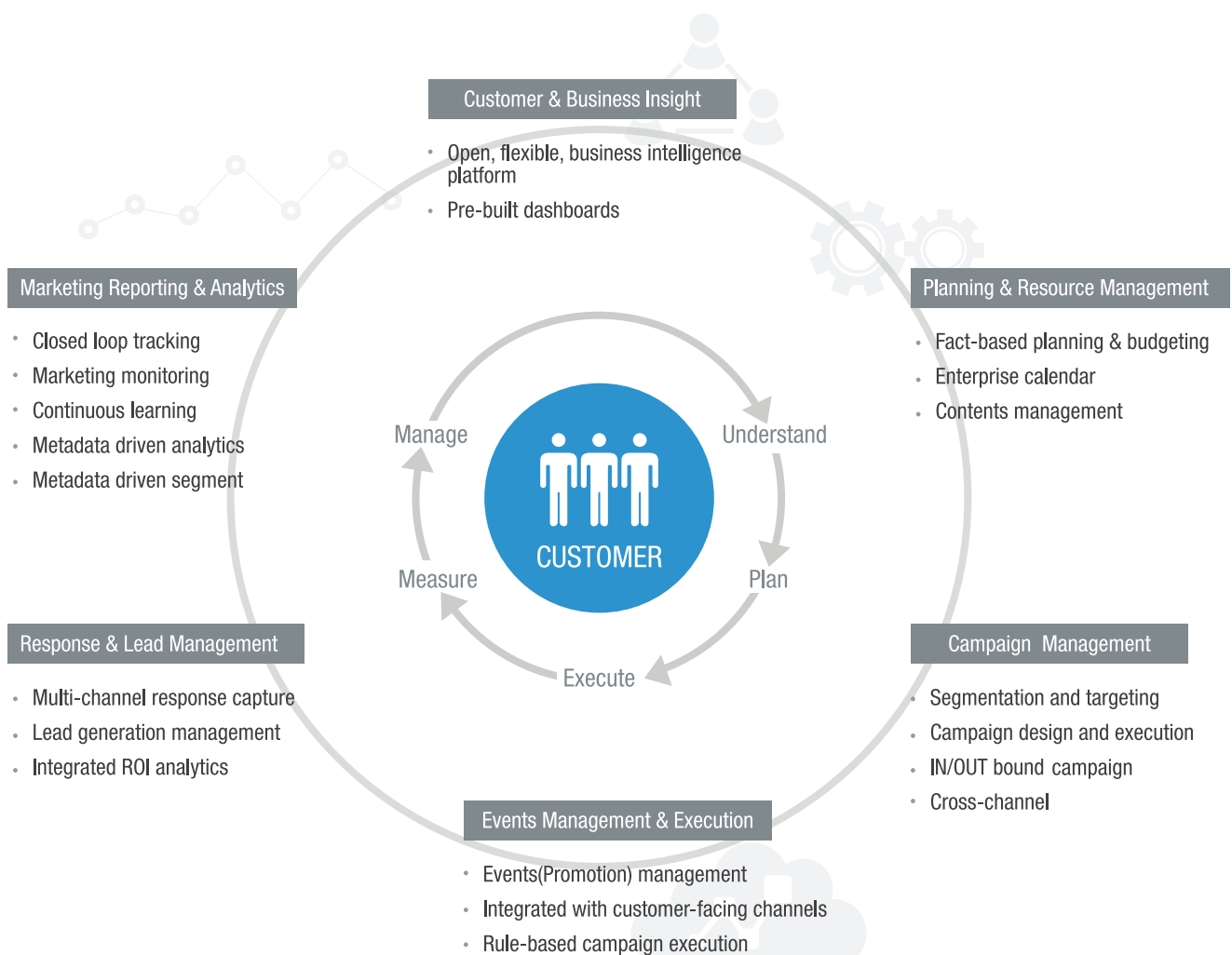
- Execute required marketing in field immediately
- Execute marketing with IoT (Internet of Things)
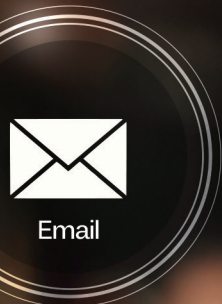- Execute intelligent personalized marketing

QuinTet
The World Class CRM Provider

ACTIONABLE
Marketing Campaign Solution

Facebook

IoT

SMS

Closed Loop Marketing

Customer & Business Insight

- Open, flexible, business intelligence platform
- Pre-built dashboards

Marketing Reporting & Analytics

- Closed loop tracking
- Marketing monitoring
- Continuous learning
- Metadata driven analytics
- Metadata driven segment

Planning & Resource Management

- Fact-based planning & budgeting
- Enterprise calendar
- Contents management

Manage — **Understand**

Measure — **Plan**

Execute

CUSTOMER

Response & Lead Management

- Multi-channel response capture
- Lead generation management
- Integrated ROI analytics

Campaign Management

- Segmentation and targeting
- Campaign design and execution
- IN/OUT bound campaign
- Cross-channel

Events Management & Execution

- Events(Promotion) management
- Integrated with customer-facing channels
- Rule-based campaign execution
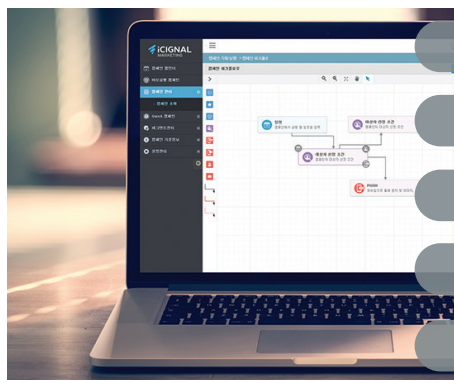
Email

DM

You can
ACT!

Blog

LBS

iCIGNAL
MARKETING

| Features

ONE-STOP Management

Create Various Campaign

Cross-Sell, Target, Open Campaign

Manage Information with Each NODE

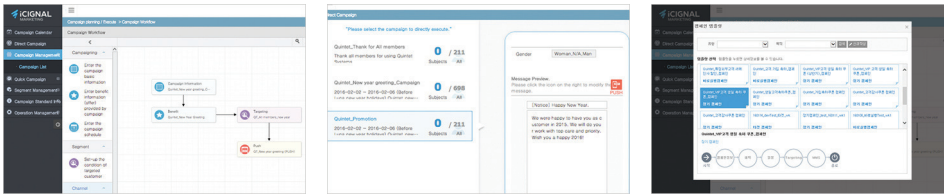Easy & Powerful Targeting

ONE-CLICK Campaign

E-Coupon Event

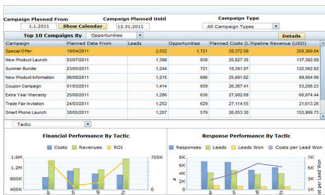E-Stamp Event

Special Mileage Stamp

Action

ACTIONABLE
iCIGNAL Marketing

insight

Various Types of Campaign

- Planning & Budgeting
- Quick campaign using template
- Intuitive execution mechanism
- Full integration with iCIGNAL IoT

- Easy to use based on intelligent guide by campaign type
- Target campaign, open campaign, promotion
- LBS marketing using Geo-fence, Wi-Fi & Beacons

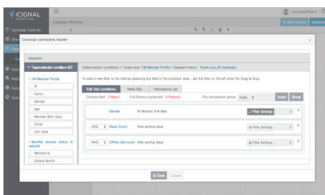## Logical ROI Index and Simulation

- ROI simulation support & approval process
- Measurable impact on the business
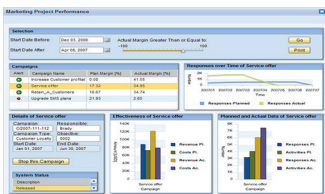
Offer Execution and Tracking

- Web/E-mail/SMS/MMS/Mobile Offer
- Embed response forms to manage recipient opt-outs and preferences
- Faster campaign set-up
- Easier linking of offers to product and reward promotions
- Offer fatigue management

Highly Interactive UX & Flexible Targeting

- Drag & drop to define segmentation condition
- Simplified filter terminology
- Sample counts for large data sets
- Easily add or remove fields based on meta data
- Fully integrated with analytics platform

- Queries across many different subject areas, allowing complex queries
- Editing queries manually
- Allow rules (such as profiling, privacy, contact frequency) to be easily applied

Big Data Base Analytics

- Analysis Top 10 campaign results & details
- Over 100 pre-built marketing reports
- Support dynamic Ad-hoc query
- Provide intuitive dashboard