

Interactive



Decision Tool

Independent • Comprehensive

Campaign Management Software

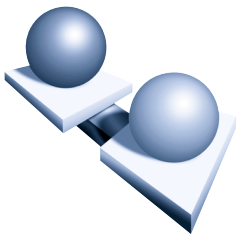
A Comparative Analysis

Today's leading interactive marketing technologies compared on functionality, flexibility and price.



Summary

Advances in technology and changes in consumer behavior are driving companies today to embrace Customer Relationship Management (CRM) as a critical strategic focus. Yet, many managers have been slow to implement key technologies, citing a lack of knowledge, fear of costs and implementation difficulties. Quaero's independent study is directed toward resolving and addressing these needs.



The **Campaign Management Software Comparative Analysis** is a bound

report that features over 20 leading campaign management tools evaluated on the basis of functionality, flexibility and price. Its purpose is to provide marketing and information technology managers a thorough and objective analysis from which to select campaign management software that typically requires an initial capital investment of \$100,000 - \$2,000,000.

In the first stage of the analysis, Quaero collected information from vendors through published sources, interviews and questionnaires, and evaluated each based on 75 functional criteria elements and 12 company criteria elements. In

the second stage, Quaero selected tools for in-house testing, simulating real-world applications.



Decision Tool

The **Interactive Decision Tool** provides managers access to real-time information and data used in the Campaign Management Comparative Analysis, which allows managers to weight criteria based on business-specific requirements. Thus, managers can customize the analysis to help ensure selection of the software that best meets their company's needs. Users simply point-and-click on those attributes important to their organization, and the Interactive Decision Tool provides a customized ranking of the software vendors. The Interactive Decision Tool is accessed over the Internet and does not require special software.

The **Campaign Management Software Comparative Analysis** and **Interactive Decision Tool** are the development of Quaero Answers, the research and education group of Quaero. Its researchers help ensure that Quaero's clients are kept abreast of new marketing trends and related technologies. Quaero Answers serves as the exclusive developer and trainer for CRM educational programs for The Direct Marketing Association (DMA).

Campaign Management Vendors Evaluated in this Analysis



- Akio Solutions
- Annuncio Software, Inc.
- Aprimo, Inc.
- BoldFish, Inc.
- Broadbase Software, Inc.
- Decision Software, Inc.
- Delano Technology Corp.
- Digital Impact
- E.piphany, Inc.
- e2 Communications
- eGain Communications Corp.
- MarketFirst Software, Inc.
- Matrix Technology Group, Inc./Lodgistics.com, Inc.
- MessageMedia, Inc.
- NCR Corp.
- PrimeResponse
- Protagonia Worldwide
- Responsys, Inc.
- SAS Institute, Inc.
- Siebel Systems, Inc.
- Talisma Corp.
- Unica Corp.
- Xchange, Inc.

Campaign Management

Marketing is only one part of a CRM program. The systematic approach to understanding customers and establishing a mutually profitable exchange of offers, services, and communications involves many automated platforms: data warehouses, call centers, sales force interfaces, data mining and e-commerce, in addition to campaign management. The study's purpose is to introduce prospective purchasers, managers, users and observers to the major campaign management tools in the market today.

Campaign Management is the process of designing, executing and measuring marketing campaigns through the use of applications which help to select and segment customers, track the contacts made with customers, measure the results of those contacts and model those results to more efficiently target customers in future marketing campaigns.



“Marketing professionals are asked to make large capital investment decisions regarding campaign management tools. We’ve taken a great deal of the risk out of the decision.”

– Naras V. Eechambadi,
Ph.D., Quaero CEO



Evaluation Criteria

Campaign Management software can be evaluated by eight functional components, plus technical architecture:

Workflow: the process of managing and coordinating the activities of a campaign from planning and budgeting to execution and tracking.

Segmentation: the process of identifying groups of customers to target marketing efforts.

Personalization: the ability to customize an individual's message content.

Execution: the actual delivery of an outbound message to a segment or target through a specific delivery channel.

Response Measurement: the ability to track a customer's response to the marketing message delivered to that customer.

Response Modeling: the ability to develop statistical response models to be used in future segmentation and targeting efforts.

Reporting: the ability to report the results of marketing campaigns.

Promotion History: the ability to capture and store outbound and inbound campaign activity for use in future segmentation.

Technical Architecture: the integration of all hardware, software, databases and security control required to run the campaign management software.

Pricing structures vary widely. Aside from the basic cost for the software and implementation, additional costs may be based on the number of customer records, the number of users or workstations, and the number of e-mail messages sent.

Ten Steps to Selecting a Vendor



Step 1

Define the need.

Step 2

Set priorities.

Step 3

Weigh the alternatives.

Step 4

Identify specific vendors.

Step 5

Screen vendors by phone.

Step 6

Conduct on-site visits.

Step 7

Check references.

Step 8

Test the software hands-on.

Step 9

Request pricing proposals.

Step 10

Tie payment to performance.

Marketing Automation Marketplace Drivers

Excerpted from Quaero's Comparative Analysis of Campaign Management Software

Three business trends in the campaign management marketplace today:

- Rapidly changing technology
- Competitive "closed-loop" strategies
- Internet growth

Rapidly Changing Technology

Many campaign management vendors started in the late 1980s and 1990s as a generation of designers and entrepreneurs who formed new companies with products aimed at enabling marketers to segment, target and reach customers more effectively.

Over time, reliance has shifted somewhat from proprietary databases to open systems, from an emphasis on immediate production capacity and stand-alone systems to an emphasis on scalability and multiple-channel integration across business units.

In fact, demand for integration with electronic as well as sales and service channels and the need for real-time response capabilities are pressuring today's developers into a features race that promises to foster a continuing environment of rapid change.

To adjust to the ever-increasing demands of the marketplace, vendors are turning to acquisitions, partnerships and service bureau relationships.

"Building great and long lasting customer experiences with enabling technologies requires understanding customers and markets as much as the rapid changes in technology."

– DeeVee Devarakonda,
Chief Marketing Officer, Quaero

Interest in service bureaus with deep experience servicing e-mail marketing is also growing as e-mail marketers learn the value of large servers, relationships with Yahoo, AOL and other e-mail centers and expertise in the areas of privacy, security and regulatory issues.

Finally, new channels (pagers, fax and wireless) are continually being added to the mix. Today's marketers call for integration of call center systems for consistent customer service across channels alongside e-channels for consistent messages and responses.

Long-term, businesses determined to take a customer relationship management approach to marketing will require seamless enterprise-wide solutions.

Competitive "closed-loop" strategies

Pressure to increase the volume, speed and turnover of offers results from efforts to target customers with a specific value proposition tailored to their needs or interests; measure, analyze and model their response, develop improved value propositions and bring them to the customer.

This closed-loop learning process that began in a search for target groups now focuses on 1:1 customer interactions. Campaign Management vendors offer two approaches to the analysis at the core of the learning loop. Some enable non-analysts to run programs that measure response, analyze results and uncover anomalies.

Whatever the solution, it is clear that no company can afford to lose time or accuracy in cumbersome transfers and reformatting of data during hand-offs and

re-processing as the Internet forces the loop, which once took months to complete, to be conducted in real time.

Internet Growth

E-business, with its characteristic transactional volume and speed, demands none less than the automation of the entire spectrum of interactions. While electronic commerce or e-business is a young medium, it has transformed and even created entire industries. "It has quickened the pace of commerce from a mechanism abuzz with vibration as it gets up to speed to something whirring so fast that it barely registers movement – as fast as, say, one instantaneous click."

("Customer Relationship Management Technology Enabled Marketing: A Senior Management Guide to Technology for Creating a Customer-Centric Business," prepared by PricewaterhouseCoopers for the Direct Marketing Association: 1999.)

With access to a wide range of information on the web, the customer who sees an ad can ask for details, move on to something else or check out the competition in a single click. Marketers increasingly rely on automation as they learn to communicate with the new empowered e-customer at the customer's initiation on the customer's timeframe.

The size and speed of Internet growth will continue to drive campaign management forward for some time to come. Capital investments in Customer

"Campaign management is continually growing and changing, not just in terms of specific features and functionality, but also in terms of focus. Where once simple list production and basic segmentation met expectations, e-marketing flexibility, multi-channel integration and real-time 1:1 communications updates of customer profiles, are in universal demand today."

– Kathie Harper,
Vice President
Quaero Answers

Relationship Management technology as a whole are growing at an annual compounded growth rate of 54 percent.

(Forrester Research, Cambridge, MA.)

Customer management software sales are predicted to grow from \$1.9 billion in 1998 to \$11.5 billion in 2002.

(AMR Research, Boston, MA.)

Leasing, third-party vendors and service bureaus will all participate in this burgeoning business that both requires and revolutionizes campaign management.

The Decision to Automate

A business looking to automate marketing processes may spend between \$100,000 and \$2,000,000 just to get started. Actual costs could exceed \$3 million once maintenance and consulting fees are included.

In addition, the effort to implement or upgrade campaign management often exposes weaknesses and anachronisms in existing organizational infrastructure. Purchasers in the midst of installing automation may have to remind themselves that the campaign management tool is not causing the changes – merely highlighting changes driven by the marketplace. Campaign management at its best facilitates efficient processes and effective marketing.

The rest is up to the user.

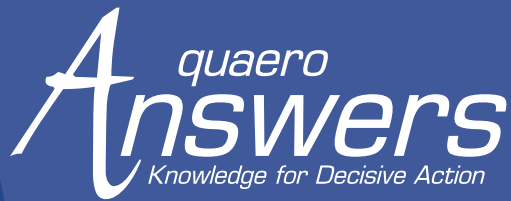
Order Information

Price: \$4,500

Includes the bound Campaign Management Software Comparative Analysis and access to the Interactive Decision Tool.

Toll Free
877.570.2199

Web
www.quaero.com/study



Quaero helps companies maximize their customer profitability through its CRM services with development of CRM roadmaps, rapid data mart development, customer analytics and campaign management implementations. Quaero brings its strong CRM expertise coupled with its analytics and technology expertise to companies in financial services, retail, e-business, communications and healthcare to develop long and profitable customer relationships. Quaero supports the needs of companies to translate their customer contacts into long-term profitable relationships through its three lines of business:

- Quaero Answers research and training
- Quaero msi marketing consulting and systems integration
- Quaero csp outsourced CRM services

www.quaero.com
toll free: 877.570.2199

New York

233 Broadway #2240
New York, NY 10279
212.618.1500

North Carolina

5275 Parkway Plaza Blvd.
Charlotte, NC 28217
704.414.0200

Colorado

6200 S. Syracuse Way, Suite 125
Greenwood Village, CO 80111
303.874.5166

Atlanta

13010 Morris Road, 6th floor
Alpharetta, GA 30004
770.576.2035