



CAMPAIGN TRACKING APPLICATION

CLIENT PROFILE

The client offers direct marketing campaign tracking and analysis tools to its customers. Integrated analytics tools allow for cross channels ROI Assessment and Accountability. These tools allow clients customer's to track and analyze response to their (client's customer) ad campaigns.

CLIENT SIDE SUMMARY

Client offers campaign setup and tracking tools to their customers. As part of mail/TV commercial campaign, customers respond to pre-assigned phone numbers. When customers call in, the call data is logged. To evaluate success of a campaign, reports are made available to participating companies. Client wanted to expand its offering to include phone response tracking and business intelligence solutions though dynamic, customized reports and data visualization tools.

THE CLIENT

Client: Market Analysis Service Provider | **Location:** U.S.A | **Industry:** Market Research

SURETEK SOLUTION

Client approached Suretek and shared its thought for expansion of its offerings to include phone response tracking and business intelligence solution through dynamic, customized reports, data visualization tools and executive level summaries reflecting any combination of key performance indicators.

Suretek offered a replacement solution to Clients existing system that made the Customer operate as an ASP model. The solution provided response business intelligence reports which client's customer's used to identify trends, drive strategy, and improve ROI for their product lines. System organized all aggregated data based on a range of marketing attributes, and provided access through

- Daily drill down reports, designed and formatted based on our clients' specifications.
- Data visualization reporting tools used to evaluate historical results and produce trending and forecasting reports in seconds.
- Customized executive-summaries reflecting any combination of key performance indicators.

TECHNOLOGIES USED

ASP.Net, SQL SERVER 2005, CRYSTAL REPORTS, JavaScript