

# Campaign Management Solution



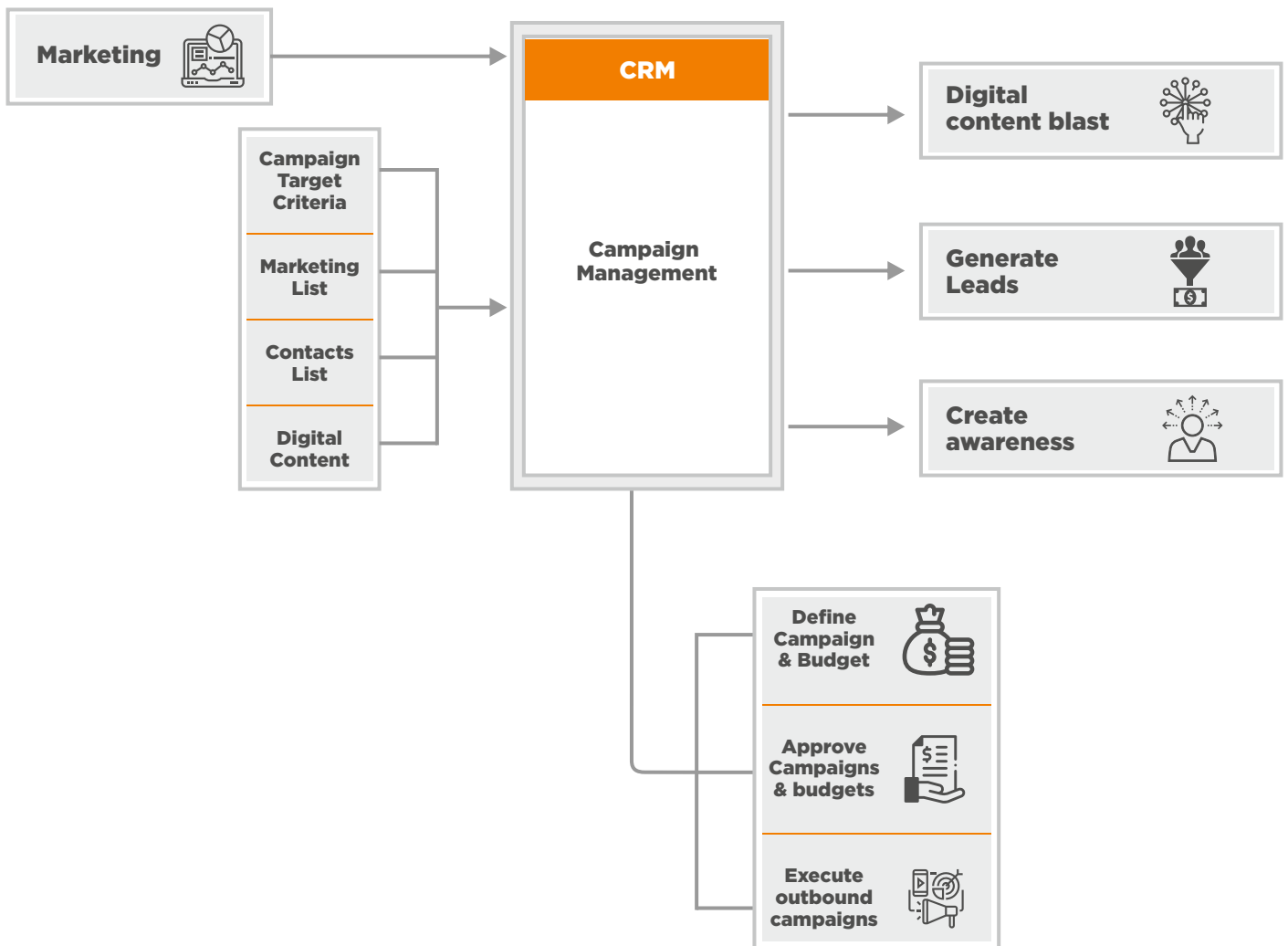
## Overview

Marketing campaigns play a major role in attracting new prospects to the organization, building brand awareness and helping acquire new customers. Managing campaigns right from planning to execution is essential to ensure that the organizations achieve improved business outcomes from their marketing investments.

Campaigns involve diligent planning, timely execution, and insight into the target audience. Newgen's campaign management solution provides a unified platform to centralize planning, tracking, and execution to ensure each campaign achieves its desired objective.

## Challenges Faced by Marketers

- ✓ Lack of a central platform for management of campaigns
- ✓ Absence of campaign response analysis across channels
- ✓ Lack of lead filtering by marketing before sharing with sales
- ✓ Inability to define and manage campaign budgets



## Campaign Management

## Solution Highlights



### Campaign Planning

- Capture campaign activities and budget
- Manage campaign approvals
- Create and manage static/dynamic marketing lists
- Link advertisements, events, and content



### Campaign Tracking and Evaluation

- Track campaign activities and costs incurred
- Perform A/B testing and auto release post evaluation
- Activation/deactivation of campaigns
- Tracking return on investment (RoI) from campaigns



### Campaign Execution

- Manage communication templates
- Manage message blasts through Email and SMS
- Manage telemarketing campaigns
- Capture campaign responses and analytics



### Lead Management

- Capturing leads against specific campaigns
- Scoring of leads to ascertain sales readiness
- Release leads to the sales department

## Why Newgen for Campaign Management?

Newgen's campaign management solution helps organizations achieve the following:

- ✓ Managing campaign budgets and channels to improve campaign RoI
- ✓ Improved personalized targeting through dynamic marketing lists based on demographic and transactional information
- ✓ Generation, tagging, and scoring of sales leads across multiple channels
- ✓ Improved marketing RoI with the help of analytics and performance tracking
- ✓ Net promoter score (NPS) survey
- ✓ Seamless integration with third-party applications, including email/SMS gateways, and CTI

## About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.

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