



Welcome to
VALOORES
 Social Banking

Delivering
 Intelligent Business Solutions
 To **World Class** Customers

in' **CAMPAIGN**

Marketing Management Fact Sheet

OVERVIEW

Executing promotions has always been a challenge, due to the multitude of systems and manual processes that do not communicate with one another. In order to plan and execute successful promotions, you need to have accurate information at the right time to set the marketing calendar, collaborate with vendors, plan promotional products, forecast sales, simulate the promotional financial impact, design and produce media advertising, and communicate with stakeholders.

Coordinating the information between different departments and systems is a challenge, thus, reducing the effectiveness of promotional events. Organizations need accurate insight around which promotional characteristics best fit their strategies and targets. Organizations often have to evaluate multiple scenarios that involve trade-offs, for instance, how to maximize vendor trade funds for each promotional event, while at the same time, applying available media budget to maximize the promotion's financial return.

in'CAMPAIGN, offered by Valoores, is a fully integrated and comprehensive solution to manage and execute effective promotions. It is modular and allows the organization to implement the application based on their current and future business needs. To facilitate timely decision-making, communication and coordination, it supports a unified end-to-end business process and information base for departments, vendors, and other trading partners.

Delivered with our comprehensive data model, **in'DATA GOVERNANCE**, and supported by our deals management solution, **in'DEALS**, and Vendor collaboration solution, Organizations will have a complete Marketing Suite to manage and execute the various requirements of running promotions in an efficient and effective manner.

**Banking & Finance
 Marketing Management**

**Advertising &
 Event / Media
 Planning**

**Promotion
 Optimization and
 Tracking**

Vendor Collaboration

Forecast Sales

**Reduce Marketing
 efforts by 50%**

**Macro environment
 analysis by identifying
 the threat of new
 competitors, level of
 competition&the threat
 of substitute product**

KEY FEATURES

in'CAMPAIGN, is a flexible and fully configurable platform which supports the following functionalities:

in'CAMPAIGN, Promo Planner

- Manage the annual marketing calendar for international, national or regional promotions
- Define various targets and media budgets for each event
- Manage zone / cluster / segment exceptions
- Define tasks and reverse planning

in'CAMPAIGN, Event Builder

- Manage event scope and promotional attributes
- Plan products and define unit needs for events, including deals, price, forecast volume, media and sales attributes
- Institute rule based offers & allocate based on segmentation / channel (simple offers, loyalty, complex offers, scaled ...)
- Calculate promotional and category impact of products within promotions, including what-if simulations
- Provide reports for review and approval

in'CAMPAIGN, Competitor Management

- Manage and track competitors' promotions
- Manage product linking & subordination
- Integrate with external services providing competitors' flyer data
- Manage full competitive shopping process (mystery shoppers...)
- Create and maintain product shopping lists
- Integrate competitive data via an interactive shopping calendar
- Manage competitive data validation

in'CAMPAIGN, Media Planner

- Manage / print media templates
- Slot items into each media and create ad versions based on exceptions
- Proof media and edit online, track changes and validation cycles
- Send Quark Express XML file for desktop publishing
- Integrate changes to update the promotional database

in'CAMPAIGN, Reporting

- Monitor promotions across their lifecycle
- Event tracking at product/market/ segment channel /calendar levels of causal factors
- Produce reports for promotional analysis

BENEFITS

Maximize overall promotional effectiveness

- Develop and maintain top down and bottom up plans for all promotional events
- Plan and control the execution of all promotional price types
- Maintain a comprehensive database of causal factors and transaction history for use in planning, analysis, simulation modeling and reporting
- Provide visibility on product promotional frequency
- Integrate with CRM, Cards Management, Internet Banking, Ad production, branch communication, core banking, and B/F Office systems to create a unified end-to-end business process
- Track event profitability against marketing plan throughout the year
- Support continuous learning in event planning, product selection, and promotional pricing

Maximize event sales and profit impact

- Simulate via *in'ANALYTICS* event performance in real-time to support cross-functional planning
- Base event plans and budgets on consumer sell-through and product cost
- Simulate the impact of causal factors on event profitability, such as product mix, categories, price, media, placement, price elasticity, cannibalization, and halo
- Integrate with *in'DEALS* to maximize usage of available deal funds and automate post-event billing of accrued deals
- Simulate event and item performance based on sales lift factors and other key indicators

Reduce promotional operating costs and cycle time by up to 50%

- Provide a single version of the truth for promotions and media planning, analysis, production, execution, and reporting
- Provide a consolidated view of all planned promo events
- Facilitate communication across departments and with trading partners
- Improve compliance while retro-planning deadlines and reduce re-work
- Improve productivity of support staff required to execute promotions
- Automate vendor collaboration / contribution in planning and executing promotions
- Manage price conflicts that arise

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