Characteristics

Marketing á la carte

Class instead of mass!

Not annoying, but needs-oriented and individual information: This is how marketing goes today.

Many marketing activities are still not widely disseminated. There is a lack of segmentation and targeted addressing of customers and interested parties in many companies. Annoying sales inquiries, impersonal advertising emails and the umpteenth indication of a particular action no longer lead to sales success. No customer feels well advised by aggressive mass sales.

The module Features allows the targeted storage of features and keywords for companies, contacts, and leads. This individual indexing of the data records is summarized in a structured, multi-level categorization tree and allows in marketing the direct search for one or more characteristics and the finding of suitable customer or prospective customer characteristics

We have extended our module features with a hierarchy. This means that higher-level and lower-level characteristics can also be created.

Also, we developed an assistant similar to Advanced Search in CRM, which allows the user to select multiple features and connect them with the "equal" (AND) operator.

Likewise, we can connect the operators equal or "not equal" with each other.

The deposit of the features and their numbering are done automatically.

As many sub-features (tree structure) can be formed as desired. Our assistant can easily and quickly fill a marketing list with a targeted group that you can work with

The concept of customer dialogue gets a new meaning and quality.

By a marketing campaign and a target group-specific marketing list interested parties or customers can be addressed individually via all channels (letter, fax, e-mail, call). So far so good. But what happens to the response data, the answers of the addressees? Your capture is the goal and purpose of every marketing campaign!

If you are interested in this module or other solutions, we will gladly send you an overview of our CRM system.

You will always receive further information in a personal conversation.