Marketing campaigns

Entersoft Business Suite® | Entersoft CRM®

Daily processes and use cases

Contents

Introduction

Entersoft CRM® is a powerful tool to quickly and accurately design, plan, implement and evaluate targeted and effective campaigns. Entersoft CRM allows you to:

- Easily **segment** your market and create targeted static and dynamic lists to reach your audiences.
- Create and select **dynamic criteria** according to your customers and prospects purchasing behavior and habits
- Automatically run personalized campaigns using SMS, email, phone, internet or direct mails.
- Monitor and manage your campaign effectiveness. **Flexible** and **multidimensional** reports give you substantial comprehension of your campaigns, events, promos and activities to evaluate effectiveness and empower your business to act in time and differentiate.

Entersoft CRM covers the following as regards marketing campaigns:

- Customer Profiling & Segmentation
- Marketing Campaigns
- Event Management
- Questionnaires / Surveys

…and more.

Entersoft CRM's marketing module supports various **communication channels** for the successful implementation of targeted marketing activities: Telephone; Email; Direct mail; FAX; SMS; Direct/Indirect sales activities; TV/Radio; Social Media (e.g. Facebook).

The following key concepts have been implemented in Entersoft CRM's Marketing module: Campaigns, Events, Audience lists, marketing schedule, and Marketing analytics.

Marketing campaigns

A campaign is a marketing tool, commonly referred to as 'campaign wave', used for transmitting a specific message to one or more audience lists in order to achieve a specific target/result. For example, the target of a Sales Marketing Campaign can be raising sales opportunities.

- A campaign can be defined as a standalone activity or, alternatively, it can be a part of a greater Marketing plan or a marketing plan stage.
- A campaign can be direct or indirect.
  - **Direct campaigns** are usually executed via email or telephone or fax, targeting one or more audiences (target groups). Target groups are created by applying various criteria on customers or prospects that have been registered into the Entersoft CRM Database. Such an audience list can be acquired from an external organization specialized in creating target groups that emanate from one or more than one DBs (Databases) by applying numerous criteria of various complexity. Different campaigns may target the same target groups.
  - **Indirect campaigns** target a non-definite audience. Members of such target groups share a series of attributes and they are not explicitly identified one by one. Indirect Marketing campaigns – activities typically use as communication channels: the television, radio, on road advertisements (printed or electronic) and so forth. A typical indirect marketing campaign does not include an audience list.
- Every campaign involves a **mechanism for transmitting its message**: the execution medium. A campaign also includes a **response list** with a series of alternative values-responses that are recorded through the various communication channels.
- A campaign may be **hierarchical**. A hierarchical campaign includes other campaigns – waves that may inherit elements from the source campaign.
- Moreover, a campaign may include a questionnaire (**survey campaigns**) based on which responses need to be collected from the targeted audience. Such surveys are usually related to campaigns that aim in gathering knowledge related to customer satisfaction as regards the provided products and services or collecting information on various issues that need to be analyzed and utilized further.
- A campaign may be **recurrent** (recurrent campaign waves).
- A campaign can be **scheduled** for automatic execution on a specific time (scheduled campaign waves).

Creating a new Campaign

In order to facilitate the process of the Campaign Definition and Execution, the following steps are recommended to be followed when registering a new campaign into the system:

- Go to the menu: Marketing / New / Campaign. Alternatively, open the Campaign list (Marketing / Campaigns Management / Campaigns) and select the button that is available at the right hand side toolbar of the page. Either of these actions will open the UI form of a new Campaign.
- In order to fill-in the important campaign information and minimize the time required to create a new campaign, it is recommended that you use the **Characteristics** button on the Campaign toolbar, as shown in Image 2. This dialogue allows you to define:

- The Campaign **name**
- The **audience list** (that may include: Companies, OR Individuals, OR Customers, OR B2B contacts, OR POS-Business Addresses). Depending on the selected audience list, the specific audience members will be listed in the "List data" expander (Image 3).

How does the application know which data to display?

There are four company parameters that the system uses to determine which view is to be displayed per case:

CATEGORY: CRM Marketing			
1	Campaign B2B contacts segments - View code	Vertical	B2BContacts
2	Campaign business addresses segments - view code	Vertical	BusinessAddresses
3	Campaign Customers segments - View code	Vertical	Customers
4	Campaign Persons segments - View code	Vertical	Persons

- The **medium-channel** (e.g. outbound call)
- The **objective** of the Campaign (e.g. awareness, or to make a Sale etc.)
- A **questionnaire** (if applicable, i.e. if it is our intention to gather info or survey on customer satisfaction etc.)
- The **duration** of the campaign (From-To dates)
- The **response list** (i.e. the possible alternative responses to the campaign; e.g. the customer was busy, or the customer was not interested, or the customer asked for additional info, and so forth). The system proposes a response list by default.

Image 1: The default Campaign UI Form in Entersoft CRM and its toolbar

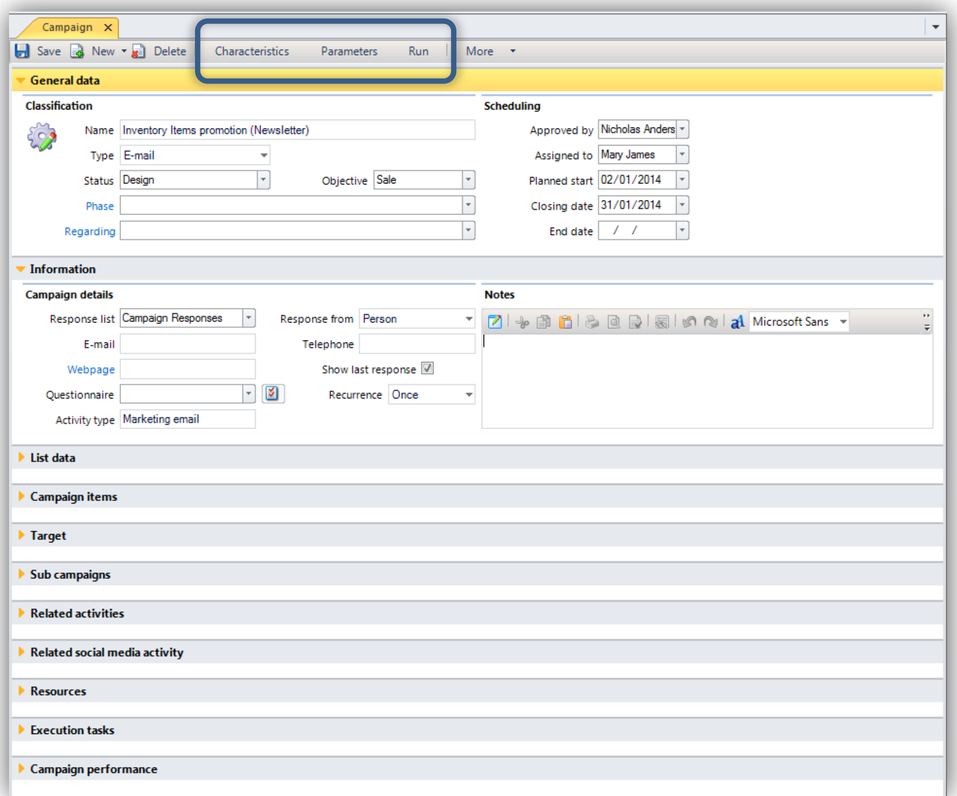


Image 2: Campaign characteristics

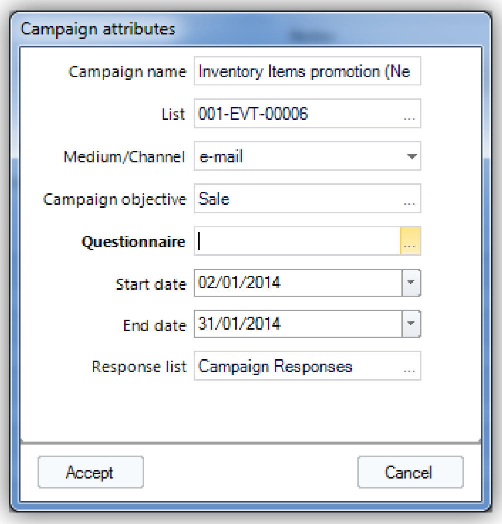
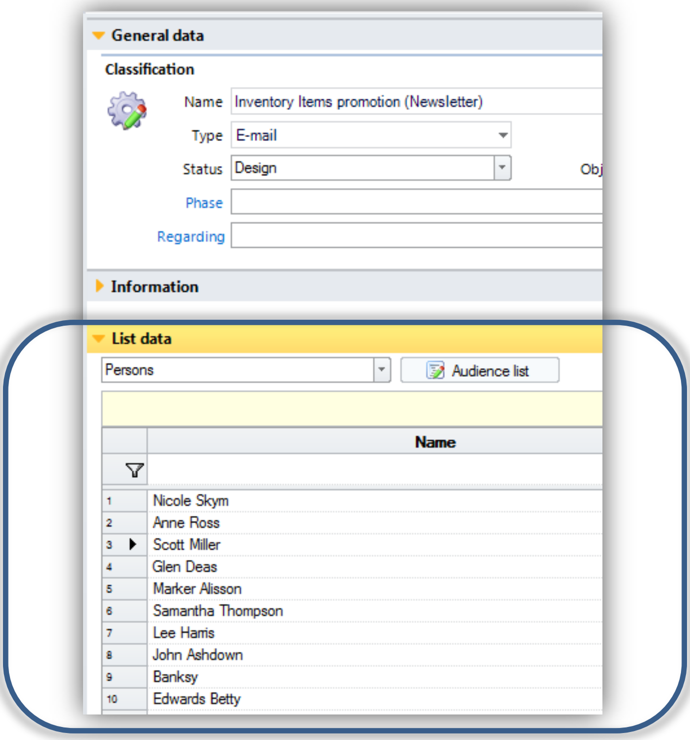


Image 3: The "List data" expander / the members of the selected Audience List are presented here

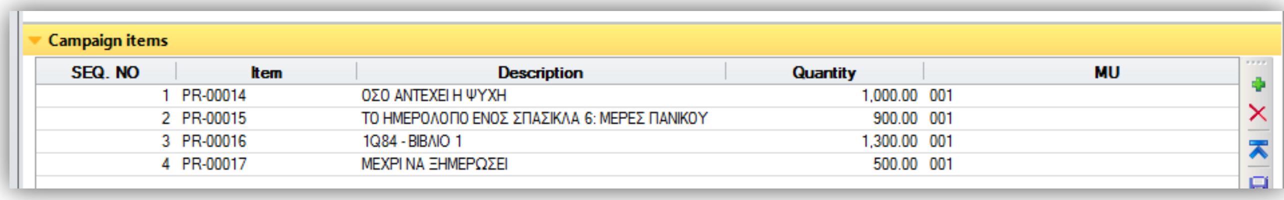


The characteristics toolbar button can also be used for the **modification** of the previously described campaign info. Nevertheless, there are more aspects that can be defined for a Campaign. The most important are:

Campaign items

A Campaign **may** concern **specific products** or **services**. In this case you need to go to the '**Campaign Items**' Expander (Image 4) and select the involved items (use the F3 key on the 'Item' column to make the selection). If the price is defined particularly in the context of a Campaign, the system allows you to specify it in the 'Campaign items' expander. This price will be used when issuing sales documents (e.g. Sales orders etc.) in the context of a Campaign (see Example 1: Outbound calls).

Image 4: The 'Campaign items' expander



Campaign items

SEQ. NO	Item	Description	Quantity	MU
1	PR-00014	ΟΣΟ ΑΝΤΕΧΕΙ Η ΨΥΧΗ	1,000.00	001
2	PR-00015	ΤΟ ΗΜΕΡΟΛΟΓΙΟ ΕΝΟΣ ΣΠΑΣΙΚΛΑ 6: ΜΕΡΕΣ ΠΑΝΙΚΟΥ	900.00	001
3	PR-00016	1Q84 - ΒΙΒΛΙΟ 1	1,300.00	001
4	PR-00017	ΜΕΧΡΙ ΝΑ ΞΗΜΕΡΩΣΕΙ	500.00	001

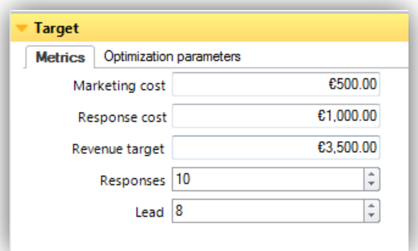
Campaign targets

A campaign has, as aforementioned, an objective. This objective is **commonly** translated to a **Net revenue target**. In the 'Target' expander (Image 5) you may define the expected Revenue, the marketing and the response cost, the number of the expected responses, and the number of possible new leads. Specifically:

- As '**marketing cost**' is commonly defined the cost of setting up the campaign promotion, the cost of the newsletter provider that may be incorporated (e.g. MailChimp) and so forth.
- As '**response cost**' is commonly defined the **cost of goods sold** (known as 'COGS')

As regards the other parameters in the specific expander, these refer to the RFM analysis.

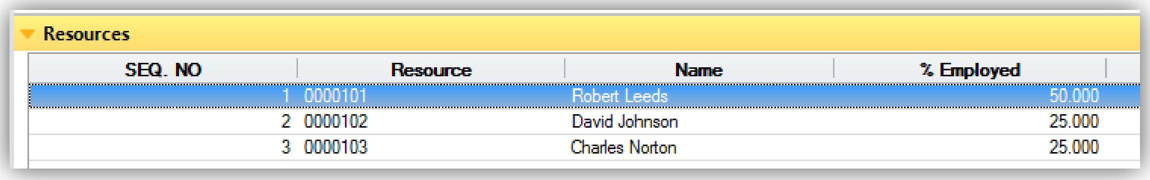
Image 5: Campaign Target



Campaign resources

Several employees are most likely to be involved in the campaign execution. These need to have been previously defined as Resources. In order to associate specific resources to a campaign you need to go to the '**Resources**' Expander (Image 6) and select the involved employees. Moreover, you may need to define the % of tasks that each of the resource will be occupied for the purposes of the specific campaign. In the example shown in Image 6, we may see that the 1st resource will be responsible for completing half of the campaign tasks, whereas for the other half the other two resources will be equally engaged.

Image 6: The 'Resources' expander



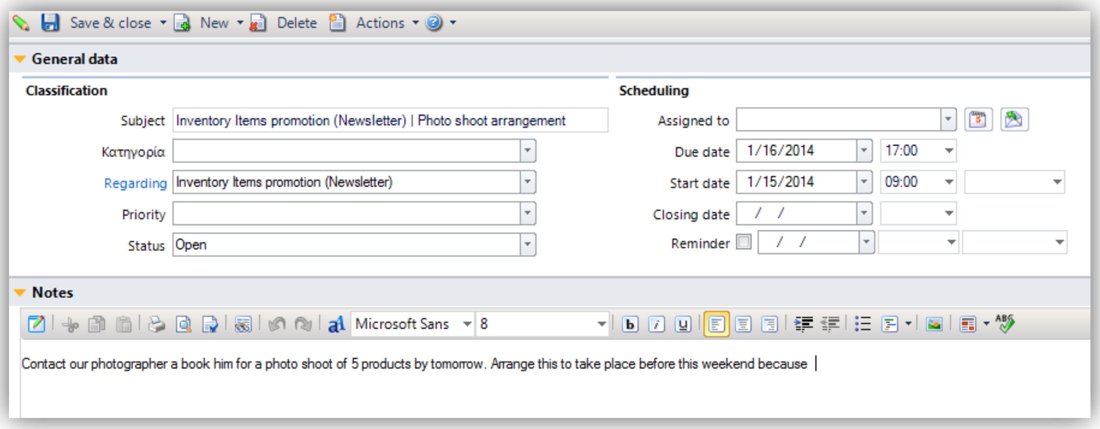
Resources

SEQ. NO	Resource	Name	% Employed
1	0000101	Robert Leeds	50.000
2	0000102	David Johnson	25.000
3	0000103	Charles Norton	25.000

Related activities

Several tasks may be completed in order to prepare the Campaign according to the company standards. In the 'Related activities' expander you may register such tasks. Use the More / New action toolbar menu in order to create a new related activity. By default, the system supports the creation of emails and marketing to-dos. Specifically as regards the creation of a new marketing to-do, the system automatically copies some available information from the Campaign, in order to accelerate the registration process, and allows the user to assign the new task to a resource, to edit some scheduling info (e.g. until when this task needs to be completed) and to type a detailed description of the task in the rich text editor that is available (Image 7).

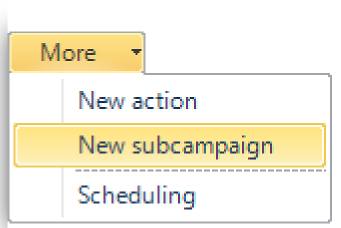
Image 7: Creating a new Marketing to-do



Hierarchical campaigns

In several cases it is required to create a campaign that includes several other sub-campaigns. The sub-campaigns may be necessitated by special marketing needs and specifications such as: combination of different wave mediums (channels), targeting different groups, content adjusted to different audiences, etc. In order to create a sub-campaign select the corresponding menu available under the '**more**' button on the Campaign toolbar. The UI Form of the new campaign will then open. Note that the '**Belongs to**' field of the new sub-campaign is automatically filled-in with the parent-campaign. The sub-campaigns of a campaign are listed in the corresponding expander.

Image 8: Creating a sub-campaign



As an example, let's assume that it is desired to execute an email marketing campaign (newsletter) about a trip offer, which targets an audience of males and females. Based on previous purchasing behavior and stated preferences (e.g. collected during a survey) we have determined a segment of customers and prospects that it is decided to target for this offer. Nevertheless, in order to increase the campaign effectiveness, it has been decided to adjust the newsletter content (in terms of layout, formatting etc.) based on the recipient's gender. Hence, two sub-campaigns can be created that have two distinct sub-audiences (if combined, these comprise the actual audience). Moreover, the email template for these two sub-campaigns differs in order to better fit gender-related aesthetics. In this case, the execution parameters and the actual execution of the campaign occur at sub-campaign level. Nevertheless, as regards BI[1] reporting, the parent-campaign is the one we focus on.

[1] Business Intelligence

Related social media activity

A campaign may involve several activities on company facebook pages and/or twitter accounts. In the corresponding expander the related activity is listed.

Campaign execution

Having provided all the necessary Campaign information, as described in the previous section, next you need to proceed with its execution. In the system, the Campaign execution means that the **Campaign execution activities** will be created. Obviously, depending on the Campaign Type, the Campaign execution results may vary significantly.

It needs to be clarified that if the campaign does not involve any **execution activities**, then this step can be disregarded. For example, if the campaign uses TV/Radio as communication media, then what actually happens is that we monitor the campaign effect (see section: Campaign monitoring).

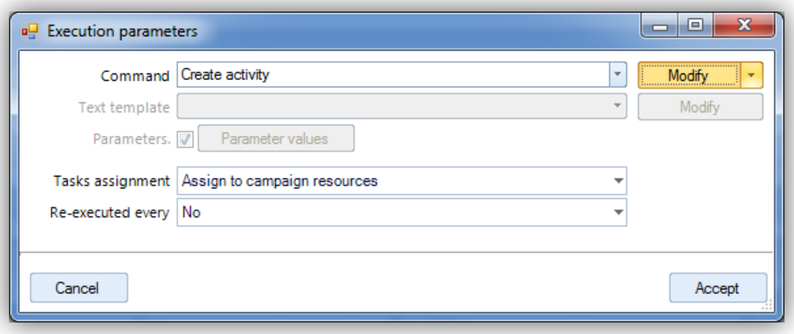
On the other hand there are many cases in which **execution activities** need to be created. Next we will attempt to present some of the most common scenarios of this kind in order to provide a rather complete overview of the system functionality.

Example 1: Outbound calls

Let's assume that your company has decided to run a Campaign for raising sales and awareness on **some new Products**, by making a series of telephone calls (**Outbound Calls**) to some of your existing customers, based on their geographical location. The **audience list** has been created using the Segmentation Studio and it has been associated to the new campaign. The **campaign targets** have been set and the employees-**resources** that will make the phone calls have been decided.

At this point it is required to create tasks assigned to the apposite resources for them to make the phone calls. The system will generate these tasks automatically, when you select the **Run** button, available on the campaign toolbar. But, first, it is required to **review** and **adjust** (if necessary) the **execution parameters**. To access the corresponding dialogue (Image 9), click on the Parameters button, on the campaign toolbar.

Image 9: Campaign execution parameters



There you will **verify** that what's needed to be done is for the phone-call activities to be created (i.e. Command: **Create activity**) and **define** that these activities are to be assigned to the resources that have been associated to the particular campaign (**Task assignment** drop down box), i.e. select the '**Assign to campaign resources**' option.

As regards the alternatives available in the Task Assignment drop down, note that:

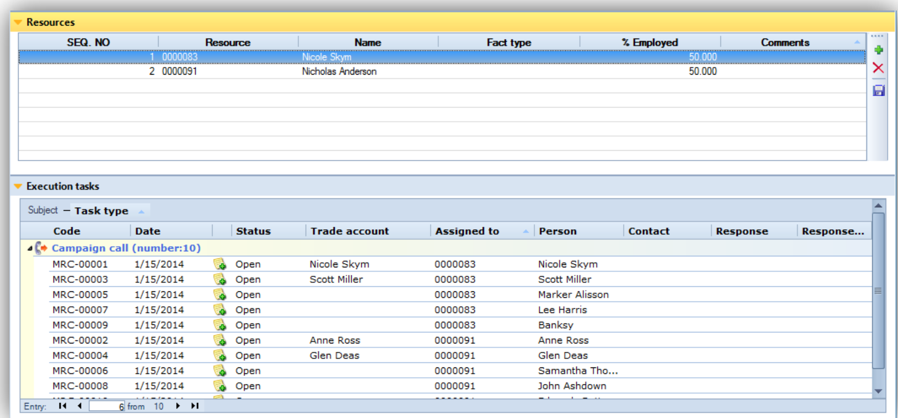
- The option: "**Assign to current resource**" will assign all execution activities to the resource associated to the logged in user.

- The option: "**Assignment from automation**" is used in case of custom scenarios e.g. when each execution task is to be assigned to the resource associated to Sales representative of each member of the Audience List.

The '**Re-executed every**' drop down is used in cases when it is desired to create execution tasks for more than one time. While in this example this functionality is meaningless, it can be quite useful in other business scenarios.

After accepting the adjusted Execution parameters, make sure that you have saved any changes on the Campaign and proceed with the execution by clicking the '**Run**' button that is available on the Campaign toolbar. This **generates the execution activities** and updates the Campaign status to '**Active**'.

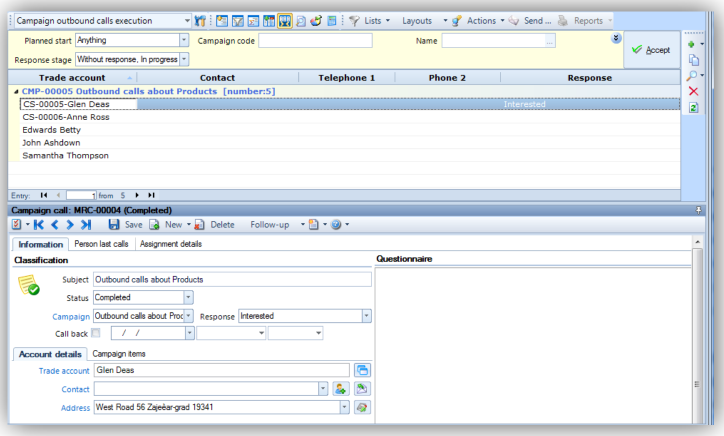
Image 10: Campaign resources and the assigned Execution activities



The next time one of the Resources/Users logs-into the application and visits the list '**Campaign outbound calls execution**' (menu: Marketing / Campaign management / Execute campaign calls), the system will return the Outbound calls that need to be made by the logged-in user. The **Response Stage** criterion is particularly useful, since the user can select that (s)he wishes to review all outbound calls, or only those in progress or/and those without response and so forth.

When the user clicks on an outbound call, the details of the selected activity are displayed on-line, at the bottom of the list, without having to open the UI form for viewing/editing (Image 11). The user can then make the phone call, review the calls previously made to this person, edit the person's response and update the call status and the campaign response.

Image 11: Outbound calls execution

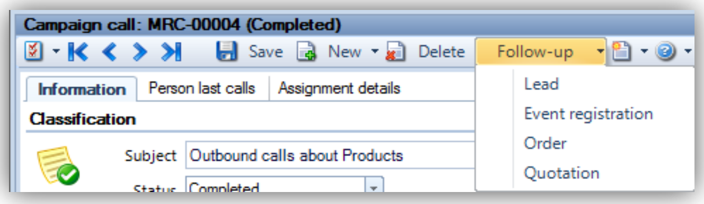


Moreover, depending on the feedback from the contacted person, the user may quickly proceed with creating a new '**Lead**', or a new '**Quotation**' or even a new '**Sales order**' (note that, in these two last cases, the items are copied by the system automatically). These transactions are automatically connected to the source campaign. Additionally, if the user proceeds with creating a new **sales order** and no customer record exists for the contacted person, the system **automatically creates** the related **customer** record.

If the campaign is part of a Marketing Event, then the user could proceed with registering the contacted person to the event.

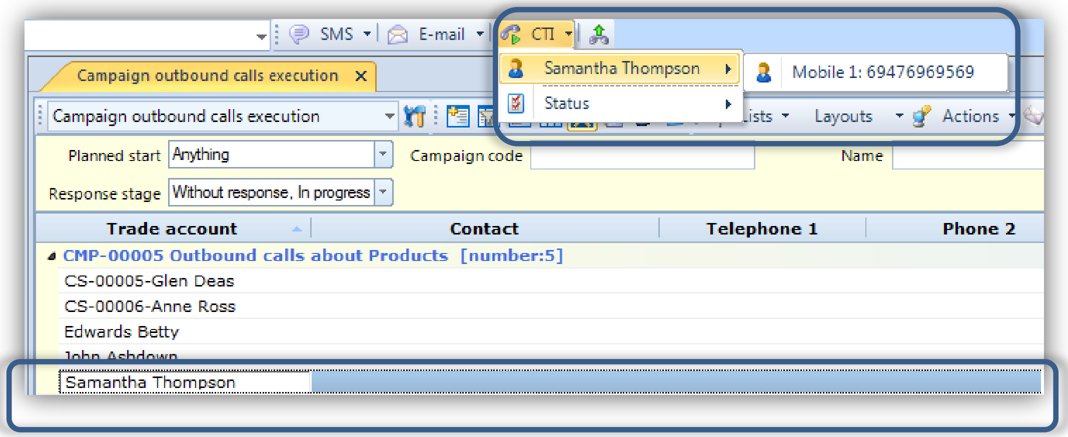
Finally, if the campaign was associated to a questionnaire, then the questions and the possible responses would be available at the right part of the UI Form for the user to quickly insert the contacted person's responses.

Image 12: Outbound call | follow-up actions



The activation of the CTI toolbar is recommended for the users that are responsible for the execution of such marketing scenarios, since this will allow them to quickly make the phone calls.

Image 13: Utilizing the CTI toolbar

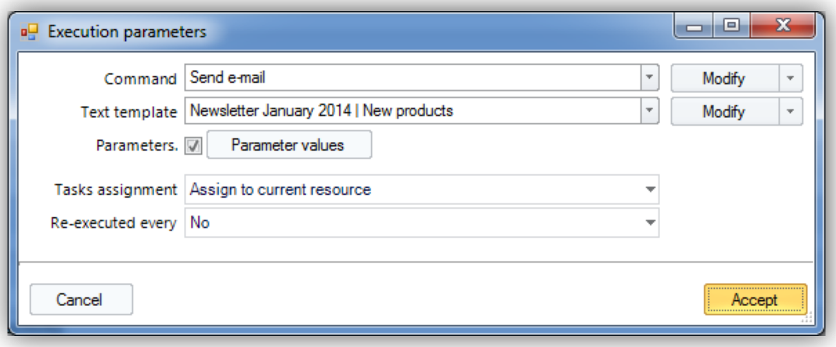


Example 2: Emails

Let's assume that your company has decided to run a Campaign for raising sales and awareness on **some new Products**, by sending a newsletter to some of your existing customers, based on their previous purchases. The **audience list** has been created using the Segmentation Studio and it has been associated to the new campaign. The **campaign targets** have been set too.

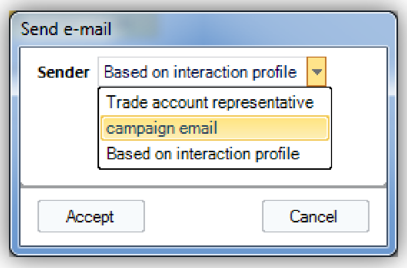
At this point it is required to create the newsletter. The **system will send the newsletters** automatically, when you select the **Run** button, available on the campaign toolbar. But, first, it is required to **review** and **adjust** the **execution parameters**. To access the corresponding dialogue, click on the **Parameters** button on the campaign toolbar, as described in the previous example.

Image 14: Email campaign execution parameters



There you will **verify** that what's needed to be done is an e-mail to be sent (i.e. Command: **Send email**) and **define** the **Text template**. Assuming that the newsletter template has been previously created, here you need to select this template. Note that it is possible to create the template ad hoc or even modify it if required. At this dialogue you can also define (using the '**Parameter values**' button) the newsletter sender (Image 15). If the audience list refers to Customers, then the '**Trade Account representative**' may be selected. Alternatively, if a generic email address has been defined on the Campaign (field: E-mail; Expander: Information) then the '**Campaign email**' option may be selected. Additionally, the system allows the use of the email defined on the logged-in user's CTI profile (i.e. option: '**based on Interaction profile**').

Image 15: Defining the Sender



Moreover, these emails can be assigned to the current resource (i.e. the resource that is associated to the logged-in user), which means that in the **Task assignment** drop down box you need to select the '**Assign to current resource**' option. This can be proven useful for knowing who executed the campaign.

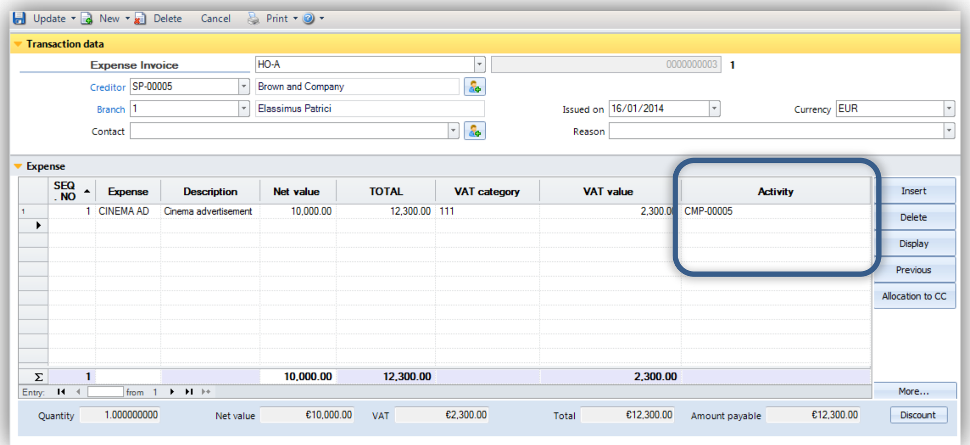
It should be highlighted that the emails will be sent immediately when the user will select the **Run** button. Emails will be sent using the **standard email services** of Entersoft CRM.

Campaign monitoring

Marketing expenses

A marketing campaign (and, similarly, a marketing event: p. 14) involve several expenses as marketing costs. In order to register these expenses into the system, go to Financials / Expenses / New expense document. This menu option allows you to issue an expense document. To associate an Expense document to a Campaign or an Event, it is required to assign it to the Activity column of each expense document line refers to it, as shown in Image 16.

Image 16: An expense document



Campaign determination in a sale transaction

When a Sale is made in the context of a campaign, the Sale document needs to be associated to the campaign. This can be achieved either manually (when issuing the Sales Document, similarly to the way described previously in the context of marketing expenses) or, preferably, using the provided business workflows. Continuing the Example 1: Outbound calls, when a Customer decides to proceed with ordering some of the promoted items, the user may proceed with creating a new '**Quotation**' or even a new '**Sales order**'. These transactions are automatically connected to the source campaign. It is reminded, if the user proceeds with creating a new sales order and no customer record exists for the contacted person, the system **automatically creates** the related **customer** record.

Quotations and Sales orders generate response at an initial stage, while the transition of such documents to Sales Invoices (i.e. booked orders) results the actual response. Marketing responses are listed in the report: Marketing responses.

Business rule

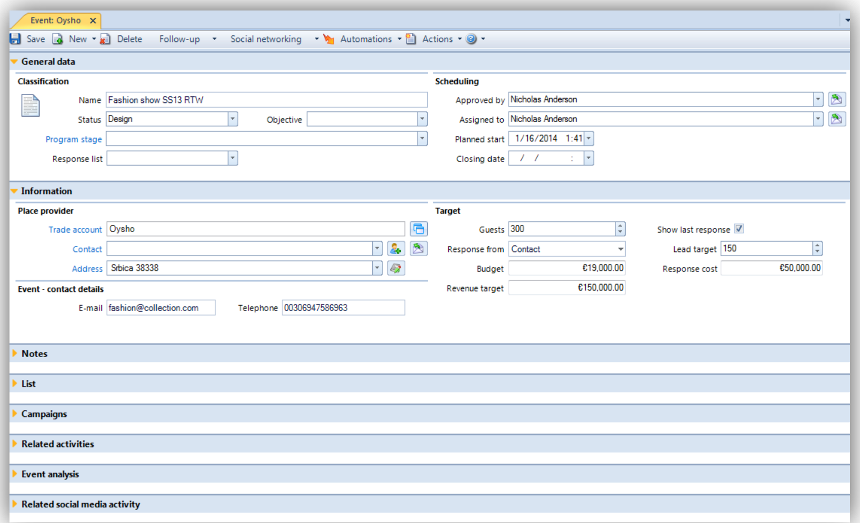
For the responses to be automatically updated by the system, the Business Rule 'Create campaign response' (grouped under the 'Trade document' entity, in the Tools & Configuration / Rule activation environment) needs to be activated.

Marketing events

The Entersoft marketing module provides rich functionality for advanced Marketing event management. A marketing event can be e.g. a seminar, a conference, an exhibition, a show etc., the objectives of which are commonly the promotion of new products and services, raising awareness and, of course, sales. Overall, the administration of events in Entersoft CRM is quite similar to the administration of marketing campaign. Similarly to campaigns, an Event may involve:

- An event may include an **Audience list** of Persons (companies, individuals or both) or customers or B2B contacts or POS-Business addresses, which we wish to invite.
- Several **related preparative activities** that need to be completed in time in order to prepare the Event according to the company standards (Toolbar menu: Follow-up / New action)
- **Related social media activities**, if the event is to be posted as a Facebook event.
- An event **usually involves several sub-campaigns** that are executed in order to communicate event-related info to the audience list members and follow up campaigns that are executed after the event in order to measure the participants' response to the event (**event feedback**).
- **Event expenses** are registered into the system in the same way campaign expenses are registered (see section: Marketing expenses)
- Entersoft CRM's Event Management, also includes functionality for administering the **event registrations** and the questionnaires related to the event objectives and participant satisfaction.

Image 17: An event



An example of event registration is the following: audience members are invited by phone (outbound calls in the context of an event sub-campaign). The next time one of the Resources/Users logs-into the application and visits the list '**Campaign outbound calls execution**' (menu: Marketing / Campaign management / Execute campaign calls), the system will return the Outbound calls that need to be made by the logged-in user for the event purposes. As described in the previous sections, through this list the user can then make the phone call, inform the prospect and depending on the feedback from the contacted person, the user may quickly proceed with the Follow-up / Event registration action. This action will generate the participation records (Marketing / Event management / Registrations).

Marketing analysis

Marketing analysis includes a series of interactive dashboards and reports that aim to assist marketing executives in managing and analyzing the performance of marketing activities (campaigns and events). The real-time analysis unveils the key issues and contributes to efficient and accurate decision-making for resolving marketing related issues.

The available **dashboards** in the marketing context are:

- Campaigns (Campaign cockpit)
- Events (Event cockpit)
- Campaign comparison
- Performance Scorecards
- Customer Strategy
- Marketing performance

The available **reports** in the marketing context are:

- Hierarchical campaigns
- Event key figures
- Marketing responses

Marketing indicators

The marketing activity performance indicators in use are:

Indicator	Calculation
Audience count	Target group member count
Response count	Number of Responses to a campaign
Response Rate (%)	100 * (Response count / Audience count)
Number of leads	Associated to a campaign/event
Number of opportunities	Associated to a campaign/event
Lead → Opportunity rate (%)	100 * (#Opportunities /# Leads)
Wins	Number of campaign sales related to an opportunity record
Lead → Win Rate (%)	100*(# Wins / # Leads)
Pipeline Win Rate (%)	100 * (#Wins / #Opportunities)
Audience → Win Rate (%)	100 *(#Wins / # Audience)
Revenue	
Response cost	Cost of Goods Sold

Indicator	Calculation
Marketing Cost	Marketing expenses
Cost	Marketing cost + Response cost
Cost per lead	Marketing cost / number of leads
Net revenue	Revenue - Cost
ROI (%)	100 * (Revenue — Cost) / Cost
Planned cost	Planned marketing cost + Planned response cost
Cost Variation (%)	100*(Cost – Planned Cost) / Planned Cost
Planned ROI (%)	100 * (Target Revenue – Planned Cost) / Planned Cost
ROI Variation (%)	100* (ROI – Planned ROI)/ Planned ROI
Event participants	
Event registrations	
Registrations / Participants (%)	

The analysis implicates either hierarchical campaigns (which combine their own results and the results of any particular activities) or stand-alone campaigns, i.e. campaigns run independently.

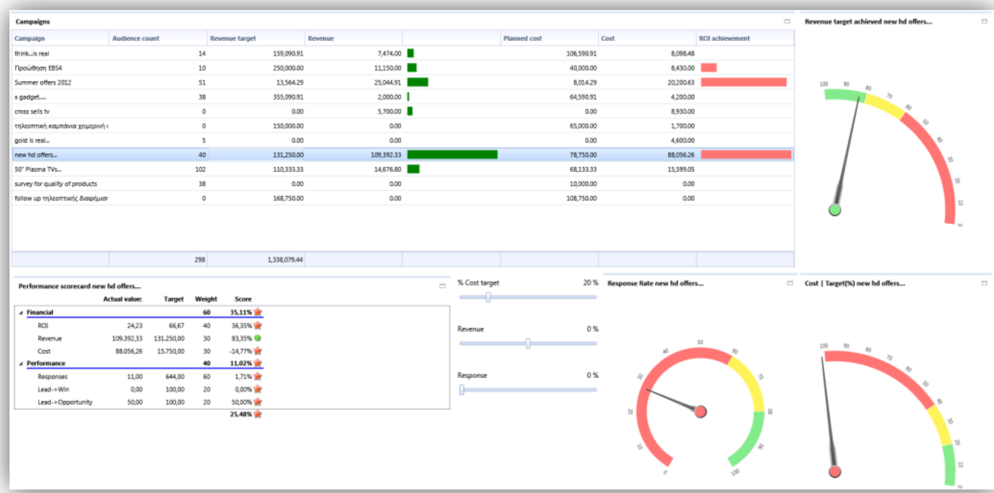
Dashboards

Performance scorecards

This analytic dashboard provides three simulate sliders to perform **what if analysis** to the following scorecard key figures:

- Planned cost
- Actual Revenue
- Actual responses

Image 18: Marketing / Analysis / Performance scorecards



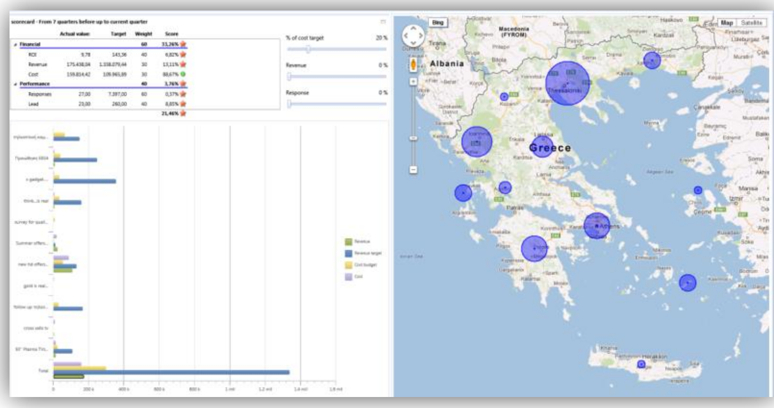
Marketing performance

This analytic dashboard provides three simulate sliders to perform **what if analysis** to the following scorecard key figures:

- Planned cost
- Actual Revenue
- Actual responses

Moreover, the financial performance, the responses, and the leads are presented on the map. Note that the size of the bubble denotes the revenue size, the number of responses, and the number of leads correspondingly.

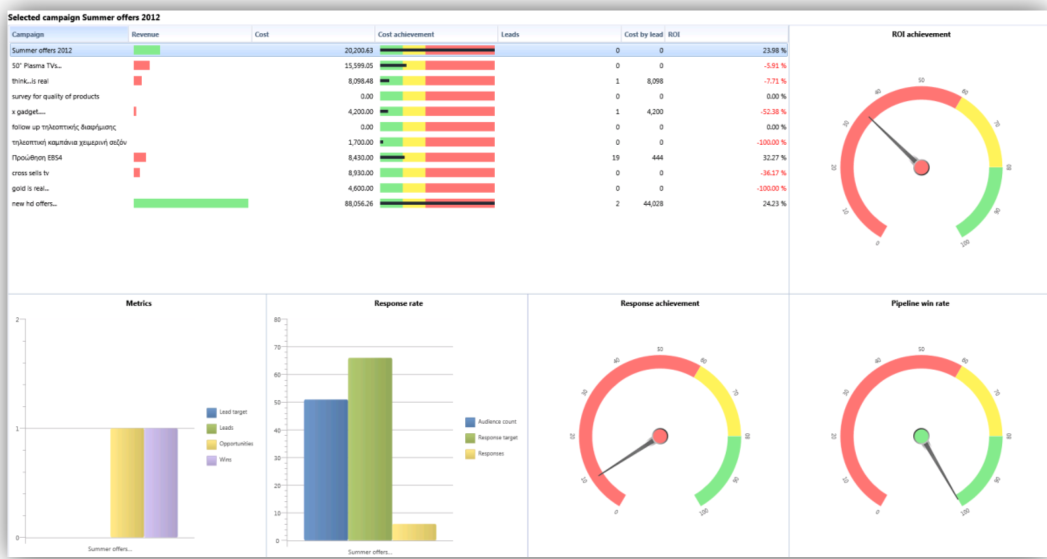
Image 19: Marketing / Analysis / Marketing performance



Key Figures

The UI From of the Campaign (and this applies equivalently for the UI Form of the Event) contains a context dashboard that presents the key figures related to its performance. Overall, for the campaigns within a selected period of time, you can use the following analytic dashboard to examine performance of the campaigns executed in the last 8 quarters.

Image 20: Marketing / Analysis / Campaign performance



The following key figures are presented:

- Revenue (grid bar alert chart)
- Cost & cost achievement (bullet graph)
- Cost per lead
- Cost = Marketing cost + Response cost
- Net revenue = Revenue – Cost
- ROI (%) = 100 * (Revenue – Cost) / Cost
- ROI Achievement(%) = 100* Actual ROI/Planned ROI
- Response Achievement (%) = 100 * Actual Responses / Planned responses
- Pipeline win rate (%) = 100 * Opportunities with state 'Won' / Total closed opportunities
- Lead progress bar chart = Planned leads, Actual Leads, Opportunities, Wins
- Response progress = Number of contacts addressed, Planned Responses, Actual Responses

B2C attribute analysis by item categorization

This interactive page provides sales analysis of important b2c attributes in terms of product categorization. The following chart objects are included:

- Revenue or gross profit share by product categorization and age band

- Revenue or gross profit share by product categorization and professional industry
- Revenue or Net revenue (gross profit) share by product categorization geographical region
- Revenue or Net revenue (gross profit) share by product categorization and gender

The page provides selectors to restrict the displayed data. You can use the selector to do the following:

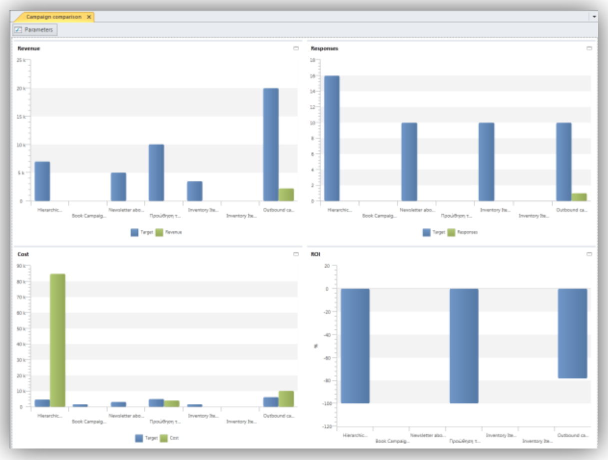
- Define the analysis period : Previous 12 months, This year, Last Year, Previous 3 months, Previous 6 months
- To restrict the analysis for a specific company branch
- To define the key figure (revenue or gross profit) (in memory)
- To define the product categorization (family, group, category, sub-category) (in memory)

Image 21: Marketing / Analysis / B2C transaction attributes

Campaign comparison

This dashboard allows you to quickly compare the performance of (optionally specifically defined) campaigns within a period of time in terms of revenue, responses, cost, and ROI. At the same time the planned vs. actual figures of each campaign are presented.

Image 22: Marketing / Analysis / Campaign comparison



Customer strategy

The following key figures are calculated in this dashboard:

- **Customer retention rate**: The % of Customers that made at least one purchase in two consecutive financial years. E.g. if in 2012, one hundred customer made a purchase and in 2013 only sixty five of them made a new purchase then the retention rate is (65/100)*100 = 65%
- **Customer attrition rate** (churn rate): The non-returning customers i.e. 100-retention rate (continuing the previous example this is equal to 35%).
- **Average customer retention rate**
- **Average customer lifetime** which is calculated as follows: 1/(1-(Average retention rate/100))
- **Acquisition rate**: New customers (i.e. customers that have never made a purchase in the past). This number is calculated as follows: The number of the distinct customers in relation to each previous year (100*Distinct Customers / Distinct Customers Previous Year.

Image 23: Marketing / Analysis / Customer indicators

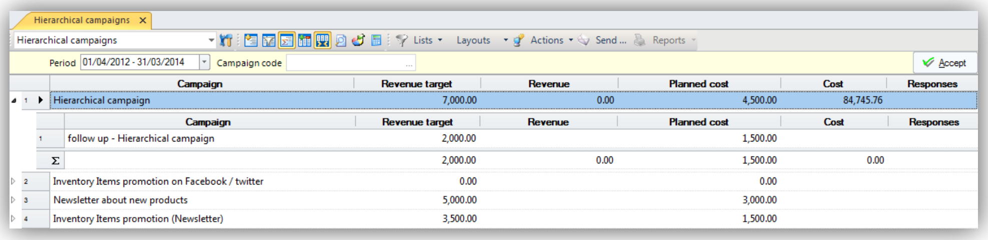
Reports

Entersoft CRM marketing module also provides several marketing activity analysis views.

Hierarchical campaigns - key figures

This view lists the (optionally specifically defined) campaigns within a period of time, along with the key figures. The second level of the view presents the sub-campaigns, if any, along with their key figures. This allows the user to review the campaign performance in relation to its sub-campaigns.

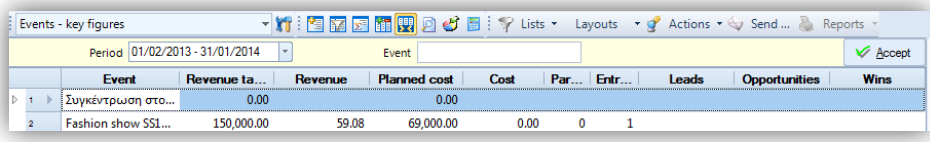
Image 24: Hierarchical campaigns - key figures



Event metrics

This hierarchical view is equivalent to the previously described view but in this case it refers to marketing events. The performance of each event is summarized along with any campaigns that were executed in its context.

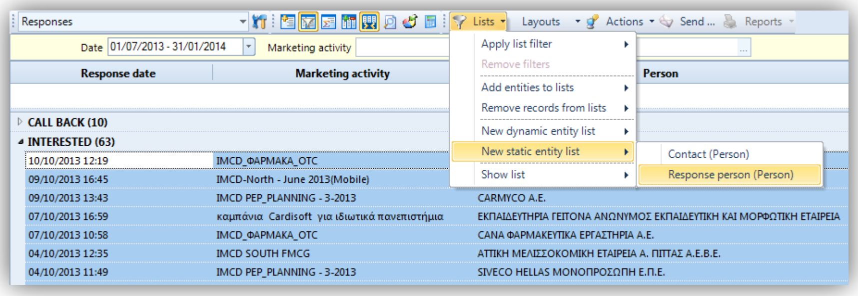
Image 25: Marketing / Reports / Event metrics



Marketing responses

As it was described in the 'Campaign monitoring' section, Quotations, Event registrations, Sales Orders and so forth in the context of a campaign or an event result **responses**. The system makes sure that the state of the response is consistently updated, depending on the registrations and transactions. Responses that correspond to sales are considered as Wins. As shown in Image 26, the response list is an excellent source for creating new audience lists that can be targeted in future campaigns. For example, the persons that have stated their interest may be selected and added to a new static list.

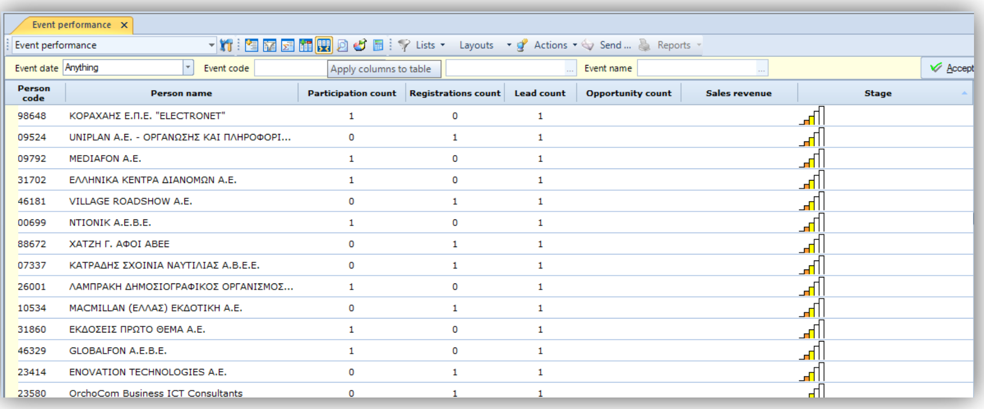
Image 26: Marketing / Reports / Responses



Event performance

This reports presents is a concise way the performance per event participant.

Image 27: Marketing / Reports / Event performance



Person code	Person name	Participation count	Registrations count	Lead count	Opportunity count	Sales revenue	Stage
98648	ΚΟΡΑΧΑΗΣ Ε.Π.Ε. "ELECTRONET"	1	0	1			
09524	UNIPLAN A.E. - ΟΡΓΑΝΩΣΗΣ ΚΑΙ ΠΛΗΡΟΦΟΡΙ...	0	1	1			
09792	MEDIAFON A.E.	1	0	1			
31702	ΕΛΛΗΝΙΚΑ ΚΕΝΤΡΑ ΔΙΑΝΟΜΩΝ Α.Ε.	1	0	1			
46181	VILLAGE ROADSHOW A.E.	0	1	1			
00699	NTIONIK A.E.B.E.	1	0	1			
88672	ΧΑΤΖΗ Γ. ΑΦΟΙ ΑΒΕΕ	0	1	1			
07337	ΚΑΤΡΑΔΗΣ ΣΧΟΙΝΙΑ ΝΑΥΤΙΛΙΑΣ Α.Β.Ε.Ε.	0	1	1			
26001	ΛΑΜΠΡΑΚΗ ΔΗΜΟΣΙΟΓΡΑΦΙΚΟΣ ΟΡΓΑΝΙΣΜΟΣ...	1	0	1			
10534	MACMILLAN (ΕΛΛΑΣ) ΕΚΔΟΤΙΚΗ Α.Ε.	0	1	1			
31860	ΕΚΔΟΣΕΙΣ ΠΡΩΤΟ ΘΕΜΑ Α.Ε.	1	0	1			
46329	GLOBALFON A.E.B.E.	1	0	1			
23414	ENOVATION TECHNOLOGIES A.E.	0	1	1			
23580	OrchoCom Business ICT Consultants	0	1	1			