Track, analyse and refine cross–media campaigns using metrics and analytics to increase performance and ROI.
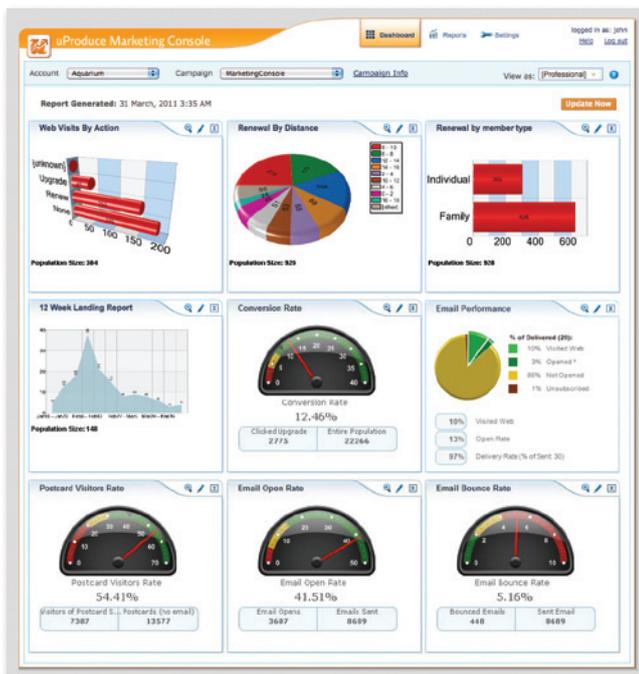
Track campaign **performance** with PersonalEffect *Analytics*

Disparate campaign data is unified in an easy–to–understand, interactive dashboard, allowing you to continuously refine marketing communications for increased ROI.

XMPie® PersonalEffect® Analytics is revolutionising the way marketers track and manage one-to-one cross-media campaigns. PersonalEffect Analytics delivers an industry-first by providing users with an end-to-end solution to track recipient-level campaign activity across all media channels. In addition, it features the uProduce™ Marketing Console, a graphics-rich, Web-based dashboard, providing detailed charts and graphs that highlight important campaign metrics. By integrating media and event information with relevant variable information, uProduce Marketing Console provides an unprecedented view into campaign performance through one, customisable tracking interface.

Because the PersonalEffect platform produces each touch point, information is automatically collected across all communications. Any variable element used in a campaign, regardless of media, can be tracked, analysed and reported on. Additionally, all response activity – such as an email read, a button pushed, or a link clicked – is recorded and can be used in campaign analysis. By delivering accurate metrics, marketers can analyse campaign performance and choose to refine offers, messaging, target populations, and even change the medium of communication. This agility when managing live campaigns will make your marketing communications more precise, relevant and effective.

With PersonalEffect Analytics, turn your marketing communications into ongoing, personalised conversations.
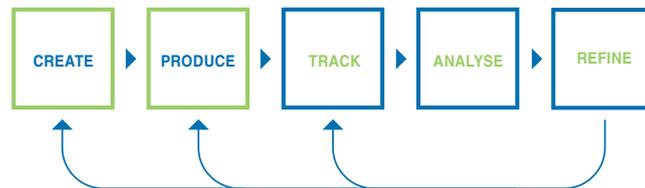
Learn more about the full line of XMPie products. Visit www.xmpie.com

XM PIE®

one to one in one™

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As part of an integrated cross-media solution, PersonalEffect Analytics gives you one toolset for tracking, analysing and refining multi-channel campaigns.

The **complete** toolset

The XMPie tracking and analytics technology is one of the foundations of the XMPie platform and offers easily-accessible, detailed views of campaign results and metrics across all media – a key component for managing individualised communications en masse.

Track

Before deploying a campaign, users can simply activate tracking to begin collecting data on the recipients and monitoring their responses. Additionally, by leveraging the Tracking APIs, data from external systems, such as CRM systems and call centres, can be incorporated into the tracking system to create a single repository for all campaign responses from any channel.

During the campaign lifecycle, PersonalEffect Analytics aggregates recipient information and response data, which is the basis for campaign analysis.

Analyse

uProduce Marketing Console provides the interface to access this data, and gives you the ability to create detailed reports and charts. For example, Key Performance Indicator (KPI) reports using gauge-style charts, provide a quick view into campaign performance. Additionally, there are built-in reports to view email performance, campaign activity over a set time, recipient-level details, and many more.

Using PersonalEffect Analytics, marketers will learn how many recipients responded to a campaign, as well as which touch point caused the response, which offer was selected, and the profile of each respondent. This level of granularity aids in customer profiling and provides invaluable insight into the effectiveness of offers and medium of delivery.

Refine

At any point during an active campaign, users can leverage in-depth analysis to reveal trends and refine their marketing communications. This could include changing offers, modifying creative, or editing campaign logic. Data can also be written back to segments within the database, which is helpful in triggering subsequent campaign phases, flagging specific recipients, or initiating any activity that requires information to be fed back into the system. PersonalEffect Analytics enables proactive campaign management to maximise ROI.

PersonalEffect Analytics Editions

PersonalEffect Analytics is available in two editions: Signature and Premier. Both editions provide enhanced charts and graphs[†], support multiple user logins, and allow campaign stakeholders to create and edit their own reports. Additionally, the Premier edition allows for multiple dashboards to be created and branded to end customers, supports the mobile Marketing Console iPhone app, and gives users access to the APIs, which allows for third-party system integration.

[†]Requires Microsoft SQL Standard Edition

Hardware
4 GB RAM minimum (8 GB recommended)
One (1) Physical Intel Xeon Quad Core

Operating System*
Windows Server® 2003 SP2 Standard Edition, Windows Server® 2008 SP2 Standard Edition (32 bit or 64 bit), or Windows Server® 2008 R2 Standard Edition

Database
Supporting simple graphs:
Microsoft SQL Server 2005 SP3 Express Edition with Advanced Services, or SQL Server 2008 R2 Express Edition (both are free versions of SQL Server)
Supporting enhanced graphs:
Microsoft SQL Server 2005 SP3 Standard Edition (32 bit or 64 bit), SQL Server 2008 Standard Edition (32 bit or 64 bit), or SQL Server 2008 R2 Standard Edition
**License setup:**
Processor License(s) if exposing the Marketing Console dashboard to your customers
User License(s) if the Marketing Console dashboard will only be accessed internally

uProduce
Version 5.2 or higher

*PersonalEffect supports systems with Windows 2003 servers or Windows 2008 servers, but not a blend of multiple operating system versions.

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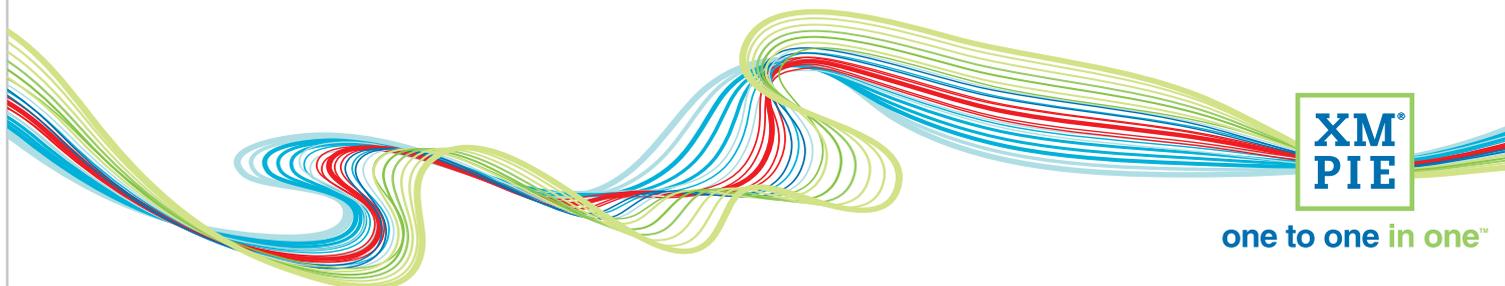
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