

Campaign management system

The Client

Customer is the world's largest lawn care and landscaping company providing services to more than 4 million residential and commercial customers across the globe.

The Challenge

The objective was to develop a web enabled campaign management system. The goal of this application was to automate the process of creating and maintaining marketing campaigns across various offices of customer in a centralized database and to extract marketing campaign data into a excel sheet for analysis and reporting.

The Solution

The campaign management system was designed as multi tier architecture based web-enabled application to facilitate integration of marketing campaign data of each office of the customer spread across various regions in the US. Marketing campaign data entered by each branch office was maintained in a centralized database and used for analysis and reporting purposes.

The Benefits

- Centralized, secured and location independent access to marketing campaign data.
- Considerable cost saving due to reduced effort to enter the marketing campaign data
- Better management of marketing funds and quicker response times

The Technology