Marketing Communications Platform

Marketing Communications Platform is a powerful capability for personalizing and disbursing marketing contents in an automated fashion based on the profile of the recipients. The capability encompasses email communications, collaterals, brochures, and any similar communication media, where the contents of the communication material are customized based on the profile of the recipients and driven by a set of business rules that can be adapted to fit various scenarios.

The platform has the following powerful modules and associated functionalities:

1. **Target list analysis and generation module**
   - Gather key communication campaign objectives
   - Procure historical target profiles from existing enterprise systems (systems in the areas of marketing, customer relationship, billing, customer care, human resource, etc)
   - Syndicate third party target intelligence
   - Apply data mining techniques (scoring, segmentation, etc) to identify communication campaign target

2. **Communication content creation module**
   - Provide customized user interface to authoring community to promote self publishing, instant publishing
   - Implement dynamic content template to merge static marketing message with dynamic target profile info
   - Store content in a centralized repository to facilitate collaboration, integration and management
   - Utilize work flow for content review, approval and rejection

3. **Communication personalization module**
   - Personalize content based on target profile, historical response, third party intelligence, etc
   - Personalize content look and feel based on gender, title, historical response, etc
   - Personalize delivery channel based on target preference, title, historical response, etc
   - Apply rule based methodology to automate and optimize personalization

4. **Content delivery module**
   - Publish content via web to minimize budget and automate response capture
   - Email content to uniquely track target response activity
   - Send paper collateral to improve response rate
   - Make outbound call via IVR to provide limited interactivity and minimize budget
   - Make outbound call via call center rep to provide personal touch

5. **Adaptive fulfillment module**
   - Sample target list for limited trial to preview potential results
   - Analyze trial response to provide critical information for communication strategy adjustment
   - Stage content delivery to provide opportunity to adaptively change content and delivery channel as necessary
   - Utilize rule based methodology to automate adaptive fulfillment process

6. **Response tracking and cost/benefit analysis module**
   - Capture target response in a centralized database
   - Classify un-structured response (like free form email) via text mining techniques
   - Provide real time response tracking results online
Functional Architecture of Marketing Communications Platform

Communication Content Creation
- Authoring Application (campaign message, process flow, method and procedures, etc)
- Rule Based Workflow Mgmt (content review, approval, rejection, etc)

Communication Target List Generation
- Analytical Engine (target profile analysis, data mining, scoring and Segmentation, etc)
- Target profile Touch history Comm. response

Rule Based Communication Personalization Engine
- Content Personalization (dynamic info from profile, historical response, third party intelligence, etc)
- Look & Feel Personalization (gender, title, historical response, etc)
- Delivery Channel Personalization (preference, profile, title, historical response, etc)

Communication Delivery Channel
- Email
- Web
- Paper Collateral
- IVR
- Call Center, others

Adaptive Communication Fulfillment
- Target List Sampling (select a subset of target for trial)
- Response Analysis (analyze trial results to provide necessary info for adjustment if required)
- Rule Based Fulfillment Strategy Adjustment (adjust content and delivery channel as necessary)

Software Architecture of Marketing Communications Platform