

manage your target group

Generate more leads and higher revenues with well-planned marketing campaigns

Today's customers are demanding. They often know what they want even before the first contact. In marketing, the challenge now is to find the right time to provide **a lead with optimal content**. Because only when all parameters fit can leads be turned into real customers.

itmX marketing is a solution for omni-channel marketing and marketing automation processes. The main task is to get to know the prospect but also the existing customer, to determine their needs and to respond to them in an automated and personalized way.

Lead nurturing and Lead scoring

When creating lead profiles, actions of contacts from different channels, such as homepages, webshops, social media and ERP/CRM systems are collected and merged in the profile. This makes it easy to track a lead's interests, the content they viewed, and the search terms they used.

This ensures that the prospect is addressed with the information that is relevant to them in the further course. Suitable content can include white papers, blog articles, and webinars.

Furthermore, it is possible to score the lead and thus qualify it for the own sales department. The so-called lead scoring can be set up on the one hand via the completeness of the profile and / or via the reactions (e.g. downloads) of the lead. When certain score values are reached - which can be freely defined - the corresponding lead process is automatically triggered. This can be either the triggering of a further marketing action or the direct transfer of the lead to the sales department. Lead scoring links marketing and sales. The processes are thus consistent, so that all units in the company work with the same terminologies but also with the same processes and data.

Contact selection

To define the right target group, contact segmentation can be filtered based on a wide range of criteria. For a campaign, this can be used to define a clearly delimited selection of contacts (dynamic or static) that have certain characteristics, such as interest in a product.





A unique feature of the **itmX marketing** is that not only can classic CRM data be selected, but also **relevant ERP information** such as equipment, offers, orders, etc. can be accessed. These can then in turn serve as a basis for selection.

This allows the creation of highly personalized campaigns, such as an info about a machine update to all customers who have a certain machine (equipment) in use or an info about special promotions to all customers who have deferred a special offer in the past.

Campaign management

In addition to managing individual campaigns, these can also be planned on a clear timeline. This makes it easy to identify overlaps and plan resources accordingly. Furthermore, the marketing budget in the campaign module can be directly distributed to different products, product groups and other allocations.

Automated processes can also be defined, which trigger preset actions when a certain level of feedback is received from contacts. Example: If a customer navigates to the landing page of the product "Sneaker" and requests information there, the system can - in addition to automatically sending the requested information - also automatically grant a discount code via e-mail for the product "Sneaker" after two days.

Campaign budgets are automatically updated from accounting. The **itmX marketing** solution is the only one with this fully integrated accounting function. Incoming invoices from booth builders, agencies, printers, etc., which are entered by the accounting department in SAP, appear neatly assigned in the marketing module of the **itmX marketing** solution.

Data transmission

itmX marketing is fully integrated into the **itmX crm suite** and the SAP ERP. This comes with many advantages in segmentation, as all data can be selected centrally. In addition, all master data such as contact data with the corresponding attributes and activities are stored centrally in one place, so that follow-up campaigns can also be selected easily.

The data selected in the CRM can then be transferred directly to the Marketing Automation Cloud at the push of a button to execute the campaign. We deliver the necessary interface out-of-the-box right away. Of course, our **standardized interface** can be extended customer-specifically on request, e.g. if a direct connection to social media platforms or other automation solutions is desired.

It is important to us that the process is consistent, that the data is consolidated centrally, that the user experiences simple operations, and that the essential interfaces are already fully available, but can also be flexibly expanded as needed.

At a glance:



Possibility of selection on SAP data basis



Personalized, automated Campaigns



DSGVO-compliant Data management

Realize the perfect campaign management

itmX marketing vs. itmX marketing automation

The following table summarizes the main features of the solutions while directly comparing **itmX marketing** and **itmX marketing automation**. Implementing both solutions in

combination will lead to efficient and integrated processes which take your marketing to a whole new level.



- 360 °View
- Activities
- Lead Cockpit
- Fast lead capture
- Campaign management (also multi-level)
- Participant lists
- Participant selection
- Master activities
- Mass activities



- Newsletter creation incl. individualized content
- Campaign designer (automated workflows)
- Leadpages
- Web forms incl. DOI process
- Lead management through multivariant scoring
- Profile / activity / content scoring
- Conversion tracking

