

# Campaign Management

Maximize the revenue potential of your marketing campaigns

Advanced capabilities and features. Ease of use. More revenue potential from your marketing campaigns. These are the deliverables of Campaign Management from MasterCard Advisors, available to issuers through MasterCard PortfolioAnalytics.

Created by payment industry marketers specifically for payment industry marketers, Campaign Management is a Web-based interactive application that enables an issuer's marketing team to:

- Increase marketing productivity by automating cardholder selection and segmentation and by building portfolios and marketing cells in real time
- Improve campaign results by using prior transaction behavior, card-specific metrics, and user-defined fields to target those cardholders most likely to respond
- Track and report on cardholder behavior before, during, and after a campaign to analyze a promotion's effectiveness and modify accordingly for future campaigns

Campaign Management requires no onsite hardware or software, which means there are no integration worries. And, you can start building portfolios and promotions immediately without any IT support.



## Features that will make a difference for your business:

- Marketer-defined portfolios and suppression lists
- Cell-based promotion management
- Additional selection criteria including merchant category codes, POI information (e.g., recurring payments, *PayPass*), and postal codes
- "Spend-and-Get" promotion capability
- Report templates that facilitate analysis at all points of a campaign from planning through completion
- Daily, weekly and monthly promotion tracking
- Two years of transaction history

## Three Modules, Three Routes to More Effective Marketing Campaigns

Campaign Management comprises three different modules: Portfolio Management, Segmentation Management, and the Marketing Performance Package. Each is designed to provide data, facilitate analysis, simplify administration, and drive decisions that lead to more effective marketing campaigns.

### PORTFOLIO MANAGEMENT

- Create and manage portfolios or upload suppression lists in real time
- Reuse portfolios and suppression lists for new promotions
- Share portfolios among work groups

### SEGMENTATION MANAGEMENT

- Target cardholders based on a broad range of criteria
- Create and manage marketing promotions and marketing cells
- Develop a variety of campaigns to support programs such as retentions, rewards, or sweepstakes

### THE MARKETING PERFORMANCE PACKAGE

- Track multiple cells at the same time
- Monitor behavior at any point in a promotion
- Observe how quickly consumers respond to a promotion
- Analyze the impact of different offers—and the success rates of different cells

## Metrics for Success

Campaign Management gives marketers the metrics they need to plan more effectively, target more precisely, budget more resourcefully, monitor more efficiently, and analyze in a more timely manner. It can become a key factor in increasing your return on marketing investments whether your goal is customer acquisition, more card usage from existing customers, better geographic or market penetration, stronger retention, higher conversion rates, up-selling, or cross-selling.

## The PortfolioAnalytics Suite

- 1. InfoPack:** A portfolio of business intelligence reports to help you make critical decisions
- 2. Operations Performance Packages:** Aligning analytics with profitability drivers
- 3. Marketing Performance Packages:** Applying key performance metrics to increase marketing ROI
- 4. Targeted Performance Packages:** Focusing your efforts on specific issues such as risk/fraud, electronic payments, and new program tracking (e.g., PayPass, EVP)

## 5. Campaign Management:

An interactive information-based application for focusing marketing efforts where potential and need are greatest

## 6. PortfolioAnalytics Custom Services:

Advisors at your service to satisfy a broad array of individual needs ranging from performance benchmarking, to authorization strategy development, to sweepstakes administration

For more information about PortfolioAnalytics, please contact your MasterCard representative or send email to [portfolio\\_analytics@mastercard.com](mailto:portfolio_analytics@mastercard.com).

## About MasterCard Advisors

MasterCard Advisors, LLC, the professional services arm of MasterCard Worldwide, provides payments-focused consulting, information, and outsourcing services to financial institutions and merchants worldwide. With its unparalleled category expertise, deep understanding of customer needs, and successful track record in addressing complex challenges throughout the payments lifecycle, MasterCard Advisors delivers customized end-to-end solutions that maximize the value of clients' cards and payments businesses. MasterCard Advisors shares the goals and vision of its clients, and works in partnership with them to deliver actionable insights that drive tangible impact and financial gain.

For more information, go to [www.mastercardadvisors.com](http://www.mastercardadvisors.com).

  
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