



COMPUWARE

How we tracked and measured multiple lead generation campaigns across EMEA to provide a single view of all activity in just 6 days.



GO GETCONNECTED™

A Solution from TW Connect

Client

Compuware is a leading Global software vendor. It provides software products and professional services, primarily to the IT community to assist them in building, customising, testing and maintaining their business-critical systems. Its offering extends to IT Governance, Quality Assurance, Service Management and also Support.

Project Aim

- To create an environment in which multiple EMEA lead generation campaigns could be viewed and managed from within a single digital dashboard.
- To provide marketing intelligence capabilities on which to make informed decisions:
 - Compile, measure, report on a variety of metrics
 - Develop 'Comparison logic' for all campaigns.

Project Solution

- We created a Campaign Management System configured using the TW Connect technology platform.
- In the first campaign - 'End testing' we developed a single client view from 36 different data sources, across 20 countries in 5 languages and impressions from multiple placement locations.
- The mixture of internal and external data required a lot of preparatory work. Our data experts merged, purged and de-duped the data to create one unified database. This allowed us to apply a level of segmentation that ensured effective tracking of the differing profile variables.
- We used a mixture of Direct Mail (containing PURLS – personalised URLs) in conjunction with e-mail, self assessment and personalised microsites (dynamically created by the TW Connect platform), to capture customer rich data.

Results

- Overall response rate of **2%** with Email – With PURL achieving a **3.3%** response rate
- The uplift of responses for Email – With PURL compared to DM was **70%**
- The DM and Email – With PURL produced excellent conversion rates (**30%** and **41%** respectively)

CLIENT COMMENTS

'The Connect system proved to be an impressive tracking tool and really exceeded our expectations. We were able to view and export data in many different ways based on country, language and data source'

Christy Hillebrink

Marketing Programs Manager EMEA

ISSUES

- **How can I:** track and measure campaign performance and effectiveness without being tied into expensive, inflexible solution?
- Integrate my existing tracking solutions (DoubleClick, Ovature, WebTrends etc) into a single view (a view that is relevant to me and my organisation)?

FEATURES

- Personalisation using PIN
- Dynamic Web-page creation
- Digital dashboard to monitor campaign activity
- Integration with Digital Printing
- Data capture and manipulation for future orchestrated marketing activities