



# Campaign Management

Flawless Execution of your Promotional Campaigns

Campaign Management helps you execute your promotional campaigns flawlessly by linking all the stakeholders involved in the development, implementation and execution of a successful promotion.

## 100% STORE-SPECIFIC SUMMARIES

Campaign Management simplifies implementation of marketing programs at the store level by delivering 100% store-specific promotional summaries. And, it allows for targeting multiple aspects of promotional information precisely at the store level.

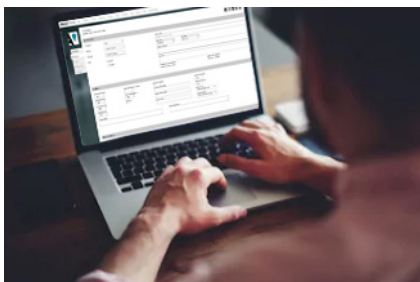


Here's how Campaign Management enables flawless execution:

- Eliminates redundant, parallel effort by vendors, category managers, sales planners and administrators by providing a single source of truth for promotional data and a web-based database for sharing all promotional data.
- Streamlines capturing of promotional data through data entry short-cuts within the application, such as dropdown menus of frequently entered text, import promotions from Excel feature and the ability to copy previously entered promotions.
- Creates store-specific promotion summaries for individual stores - and can export to price book.
- Verifies promotional distribution with reports that check exception data such as duplicate promotions, products without promotions and stores without products or promotions.

“Campaign Management has really improved the execution of our marketing campaigns by streamlining the communications among all of our internal managers and outside vendors - we're now all on the same page, and the process is seamless.”

*-Marketing Manager with a Southeast food service retailer*



**Category Manager Efficiencies:** A single source of truth for promotions data/history.



**Communications Efficiencies:** Campaign Management creates store-specific summaries for individual stores and can export to price book.



**Execution Efficiencies:** Campaign Management's store-specific promotion summaries are easier to follow in the field.