

Recession-Busting Marketing - Strategies top companies use to boost marketing ROI

Submitted by: Portrait Software

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Henley-on-Thames - 26 January 2009 - Success in today's budget constrained, ROI dominated marketing world can be achieved by following three best-in-class principles, according to a recent webinar from Aberdeen Group and Portrait Software.

Based on Aberdeen Group research 'Customer analytic segmentation beyond demographics' into best-in-class organisations; and real-life experience from Portrait Software, the webinar explored how top-performing organisations are leveraging more than just demographics for campaign segmentation, and are delivering demonstrably higher performance as a result.

During the webinar Ian Michiels, Aberdeen Group's Practice Leader, Customer Management Technology Group, discussed the changing 'real-life' definition of SPAM, how message relevance is now king and the role heavy personalisation plays in the success of best-in-class organisations.

Portrait's EVP, Sales and Marketing, Mark Smith, also noted the growing proportion of mental opt-outs due to lack of relevance, the amount of captured data that is being overlooked in campaign analytics and how one organisation achieved a 327% increase in incremental revenue and 400% ROI through the application of the three principles.

As noted in the webinar, the three best in class guiding principles used by organisations to weather the downturn and achieve segmentation success are:

1. Increased focus on message relevancy and intimacy to build a personal relationship
2. Apply analytics for greater results in cross-sell, up-sell and retention
3. Focus on tangible measurement

Due to the overwhelming response to the live webinar, a recorded version is now available as an on-demand download (<https://cc.readytalk.com/cc/schedule/display.do?udc=mimsi8dintbc>)

Further information on Portrait Software is available at www.portraitsoftware.com

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About Portrait Software

Portrait Software enables B2C companies to drive sales, reduce customer attrition and optimize marketing spend with a next-generation marketing suite. Our integrated solutions empower marketers to automate engagement with targeted individuals and, strategically map delivery of the right message, at the right time, across all marketing and service channels. The Portrait suite seamlessly integrates leading-edge, easy-to-use analytics that enable powerful, event-driven--and highly personalized customer campaigns. Customer-focused organizations benefit from being able to conduct two-way, intelligent dialogs with individual customers, and to build stronger, more profitable customer relationships while maximizing ROI

from customer-focused programs.

Our 300 + customers include industry-leading organizations in customer-intensive sectors. They include Merrill Lynch, US Bank, Lloyds TSB, Nationwide, T-Mobile, Telenor, Ziff Davis, Fingerhut, Bank of Ireland, Bank of Tokyo and Fiserv CBS Worldwide.

For more information on Portrait Software, please visit: www.portraitsoftware.com

ContactUs@portraitsoftware.com