

## Cabestan unveils the 2009 version of its marketing campaign management platform. Its twin virtues: multichannel data management and deployment of marketing scenarios via email and SMS.

The Cabestan platform addresses highly specific marketing issues: *How do you construct a message according to the purchasing profile of each customer? How do you manage commercial pressure & identify the most profitable customers? How do you increase traffic at points of sale? How do you increase the customer purchasing frequency?*

All the features designed to address the new market requirements have been developed on this platform: measuring marketing pressure; knowing the preference, attrition and risk scores; leveraging the actions log; and creating a marketing datamart for **360° multichannel data management**. The implemented data flows enable exchanges between the source databases: Web analytics, e-mails, stores, call centre, promotional competitions, co-registration, etc.

**The powerful segmentation engine** enables the creation of advanced segments: *"... has purchased X products in X stores in the past X days; ... has not reacted in the past X days; ... has received X email campaigns from ../. /.. to .././.."*

**The dynamic content management module** enables the individualisation of emails. A customer with a penchant for sportswear, with an average basket valued at €50 / product, will receive a personalized offer promoting mainly sports garments valued between €40 - €60. In this way, any marketer can at last aspire to **One-to-One interactive marketing**.

It should be noted that Cabestan has opted for a more design-conscious, Web 2.0 oriented platform.

### ABOUT CABESTAN

For 10 years, Cabestan has been helping major corporations with the definition, management and optimisation of their customer relations via email and with setting up a unified and consolidated vision of their multichannel customer data. Hosting and management of relational data, scripting of email programs, process automation, dynamic content module, real-time distribution of campaigns, reporting and analysis of campaign feedback: the platform is scalable and offers seamless integration of the features that will address all future direct marketing requirements.

Some of the best-performing e-marketing companies are users of Cabestan solutions: GDF Suez, Kiabi, Toys'r'us, Symantec, Europcar, M6 Boutique, Yves Rocher, Estée Lauder Companies Group, Thomas Cook, SNCF TER, General Electric, etc.

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