



Campaign Management quickly and easily helps you improve marketing effectiveness and measure ROI

What is Campaign Management?

COIN's new Campaign Management module allows advisers with limited marketing and graphic experience create campaign plans that are automatically tied to powerful reporting and tracking tools. The result is streamlined and seamless campaign management.

Key Benefits

- Easily accessible and reusable marketing campaigns
- Plan marketing budgets and track spending across campaigns
- Target your audience precisely and track their response
- Centrally manage information - data is shared within the COIN Office suite
- Track campaigns in real time and making it easy to address new trends or new customer demands

Can you see a demonstration?

To find out more or to see a live demonstration of Campaign Management, please speak to a member of our Business Development Team on 02 8245 4000.

Campaign Management at a glance

Campaign Management is modelled on the habits of successful marketing strategists. Campaign Management improves marketing effectiveness and ROI, creating a platform to manage:

- direct marketing campaigns
- leads
- resources
- customer data.

New Campaign screen

Key Features

- Create and submit multiple campaigns
- Monitor and manage campaign responses at a client level
- View campaign reports and assess effectiveness in real time