GEM SYSTEM

Marketing Campaign Management

Be Even More Successful!

GEM System has developed **a tool for automated and regular reporting,** which connects and analyses all the data and creates a complete overview of the sales development based on selected parameters and segments clients in detail. It calculates additional criteria (gender, geographic, demographic) for the customer groups obtained in this way. Furthermore, it allows to analyze and predict the future behavior of individual customer groups, thus targeting marketing campaigns correctly and easily adapting communication with customers to their needs and preferences.

PRODUCTS & IT SOLUTIONS

Main Benefits

- Saving resources through automation reports.
- Elimination of manual errors.
- Effective targeting and cost analysis.
- Margin analysis.
- Margin and price management.
- Customer behaviour analysis.
- Prediction and management of customer behaviour.
- Optimization of online marketing targeting.
- Architecture designed for long-term development of the company.

e-shopes with International Presence

SERVICES PROVIDED

How Does It Work??

- **Do you want to better control the costs associated with managing your campaigns?**
- **Do you have different data sources that are complicated to connect?**
- **Are your marketing campaigns insufficiently targeted?**
- **Are you struggling to evaluate the effectiveness of your campaigns?**

Your business management gains the ability to easily leverage a multitude of pre-built reports and dashboards, for example, to track without additional burden and the need to involve internal IT, it always has up-to-date and high-quality data at its disposal for quick and flexible decision-making on sales and marketing strategy. The solution includes automated regular reporting as well as simple user ad hoc reporting.

Data Evaluation

For proper data evaluation, we cannot forget about external data sources such as search engines (Google, Seznam, Centrum) and comparison engines (Zboží. cz, Heureka.cz, SrovnaniCen.cz). Thanks to this information, you get a whole new view of the data and a better possibility to evaluate products and plan campaigns.

Segmentation of Clients

For successful and effective marketing it is necessary to know your clients and their behaviour well. Therefore, a „parameterizable" segmentation of clients based on the data available about them (age, gender, address) and their purchase history (volume over different time periods, goods purchased, purchase channel) is the basis of marketing. Our solution not only enables the aforementioned segmentation, but also can infer some of the missing information with a high degree of accuracy.

Prediction of Indicators

Most BI solutions only display data and events that happened in the past. However, we are also interested in perspective and the possibility of having the highest probability of determine the future behavior and evolution of the data. Our data-mining module answers these questions by extracting from the available data a prediction of the future behaviour of defined indicators and providing it for further business decision-making.

It's Reliable!

What Else Can We Do?

✓ System Integration	✓ Data Warehouses
✓ B2B Communication	✓ Identity Management
✓ Custom IT Solution Development	✓ 24/7 Service and Support
✓ Business Intelligence	✓ Data Security

CERTIFICATION/
PARTNERSHIP

Hewlett Packard Enterprise

ORACLE® **Gold Partner**

Microsoft

IBM