



Advanced Business Intelligence and Business Analytics



Secrets of Successful Campaign Analytics

How CampPro™ Advances Campaign Performance through Interactive Analytics



Summary

Global mobile subscriber base is expected to experience tremendous growth in 2011 and 2012. Growth also brings its own challenges. For telecom operators campaigns still remain the most preferred means to acquire, retain and grow the subscriber value. One of the major drivers of effective campaigns is analysis. This paper unveils the seven secrets of effective campaign analysis and elaborates on, how it can help telecom service providers control costs and improve their bottom line in today's extremely competitive environment.

A good campaign depends on three factors - Team competence, Market Intelligence and Data. The good practice of data usage in campaigns is to identify, understand and benefit from customer needs. Typically each of these activities requires evidence based decision support.

All things being equal, data related activities play an important role. When team competence and market intelligence are scarce to get in a particular market, business users can depend on tools like CampPro™ to provide the necessary tools for campaign analytics. In order to use CampPro™, effectively an eco system is very much necessary. The secrets of such an eco system for good campaign analytics are not just secrets but are also best practices.



Fig 1. Core activities using campaign data



The Secret Sevens

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1

Data, data and data

Managing successful campaigns needs the right combination of domain expertise and factual information. Before starting any definition of campaigns, it's vital to understand more about the target of interest to reach and which channels they are most likely to respond to. Building a single customer view and maximizing data quality are the most essential planning ingredients. Likewise no campaign is complete without rigorous tracking and results analysis to provide leverage and increased return on investment next time around. In addition, having 'Good Data' on all aspects of campaign life cycle will be the foundation of all other secrets of campaign analytics.

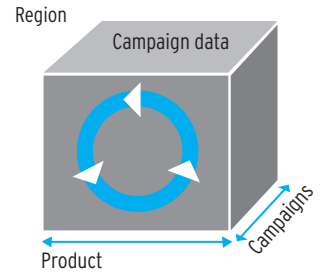


Fig 2. Campaign datamart.

Heart of Campaign Analytics is Campaign datamart

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Profiling

The true understanding of the subscriber base comes from segmenting and profiling the base with macro and micro dimensions. The major macro dimensions are customer segment, product, region and age on network. The micro dimensions are ARPU, AMPU, recharge bands, usage bands and derivatives. Once a detailed macro segments are defined, the micro segments of finer details can be formed for specific targeting. Profiling also helps to understand the potential and risk estimation for campaign planning.

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Campaign Planning

Campaign planning is an exploratory activity. The idea of having a predefined campaign and administering it on whole subscriber base or a selected target without understanding the risks involved, is mediocre at best and huge cost exercise at worst. Before even creatively defining the campaign plan, it is necessary to look into the basic questions of where, who, why and when. Once the insights gained from these types of analysis gives a strong evidence for planning a campaign, the creative part can step in.

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Targeting

Normally a campaign is directed towards a predefined profile of a customer to elicit or encourage a useful behavior - to acquire or increase the usage or to retain etc. If the same campaign is applied for whole of the subscriber base, it is not just ineffective, but often can be counterproductive. Therefore building and testing a profile of the subscriber base, once a campaign is planned or identifying the subscribers for a creative campaign are the secret of effective campaign. This ensures that the sub base targeted is more likely to respond to the campaign objectives than a randomly chosen or mass targeted base.

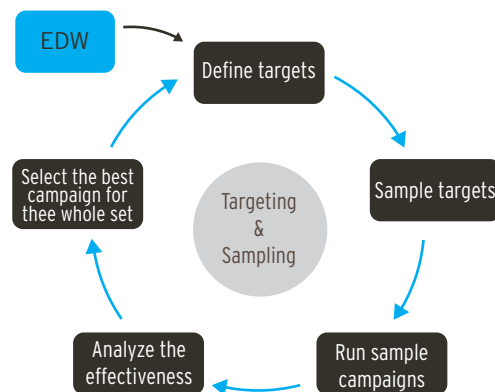


Fig 3. Campaign Analysis Process

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Sample Modeling

Campaign planning and design is still an art. However business would like to see the effectiveness of a campaign if administered to a target population. Spending the entire campaign budget on a campaign and then analyzing the effect of campaign is more speculative than evidence driven. **A better way is to select a small sample of the targeted subscriber base and administer a campaign at a fraction of the cost of the budget.** If the responses to the sample outcome are as expected or better, the campaign can be rolled out to the whole target base else can be rejected thus saving marketing spend.

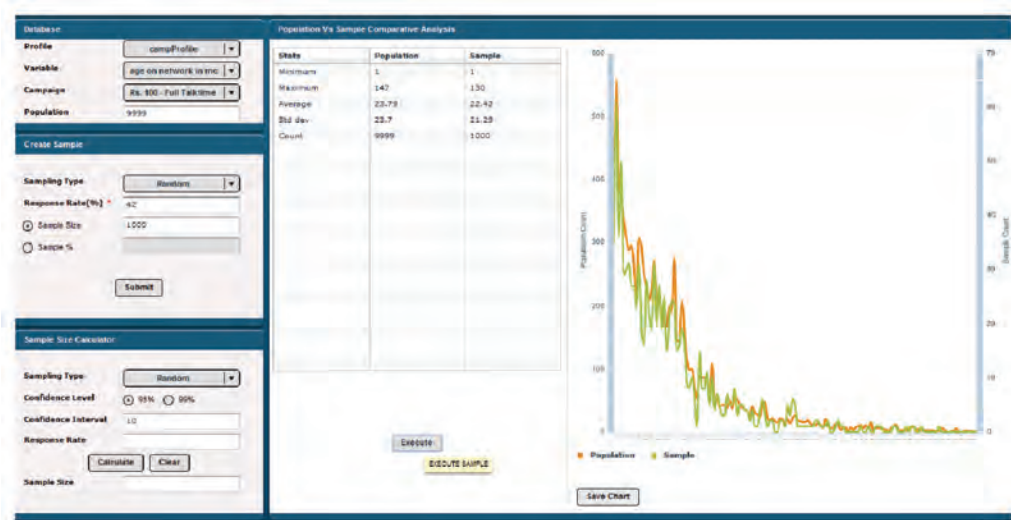


Fig 4 . Sample Modeling Using CampPro™

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Uplift Modeling

When Response models are used to identify the responders for a campaign they will produce a list of subscribers who are likely to purchase a product if targeted in a campaign. However the model does not identify customers who would have purchased even if they were not included in the campaign. As a result, conventional response models spend precious portions of campaign budget in contacting customers who would have purchased either ways. In uplift modeling, focus is on identifying customers who would purchase only if they are targeted through a campaign.

In uplift modeling, the test and control group concept discussed in previous section are used to develop the predictive models. Once the profiles of the subscribers who are likely to purchase are identified it is segregated into groups. Customers who will purchase only if targeted through campaigns and other group who would have purchased even without any campaigns. This will provide the required uplift than a conventional responses model.

Buy if do receive an offer	No	Do-Not-Disturbs	Lost Causes
	Yes	Sure Things	Persuadables
		Yes	No
Buy if don't receive an offer			

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Campaign Planning

Designing and executing a campaign is only one half of the success full campaigns. The other half is complemented by analyzing the campaign results across multiple dimensions at multiple levels. A good multidimensional analysis of campaign data will reveal the weak/sweet spots in the campaign landscape as well as reasons for such events. A clear insight on the variance of these events will further help the campaign manager to fine tune the profiles and campaign execution there by creating a virtuous spiral for profitable campaigns.

About the Author

Dr. Jay B. Simha is Chief Technology Officer, ABIBA Systems head. He has about 15 years of experience in R&D, Business Intelligence and Analytics consulting and has various large scale implementations to his credit. He heads product development and research & development establishments in ABIBA Systems.

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About CampPro™

CampPro™ is an integrated campaign analytics tool for marketers which help them to build, test and analyse campaigns. CampPro™ helps marketers to design more

targeted and effective campaigns to achieve better ROI. CampPro™ helps managers to have control over the decision process with evidence based decision support.

About Abiba Systems

ABIBA Systems is a specialist telecommunications business intelligence and analytics software firm. It is reinventing business intelligence and analytics through its domain centric approach and business user driven solutions. Solutions from ABIBA Systems ize high user adoption, low TCO and quick deployment. ABIBA Systems product portfolio includes Champion™, TeleView™, TeleRAS™, TIMS™ and CampPro™.

Recent accolades include

- Winner of Red Herring Asia Awards 2010, Shanghai, China
- Listed as one of the top BI & Analytics companies to watch out for in 2011 by DataQuest