

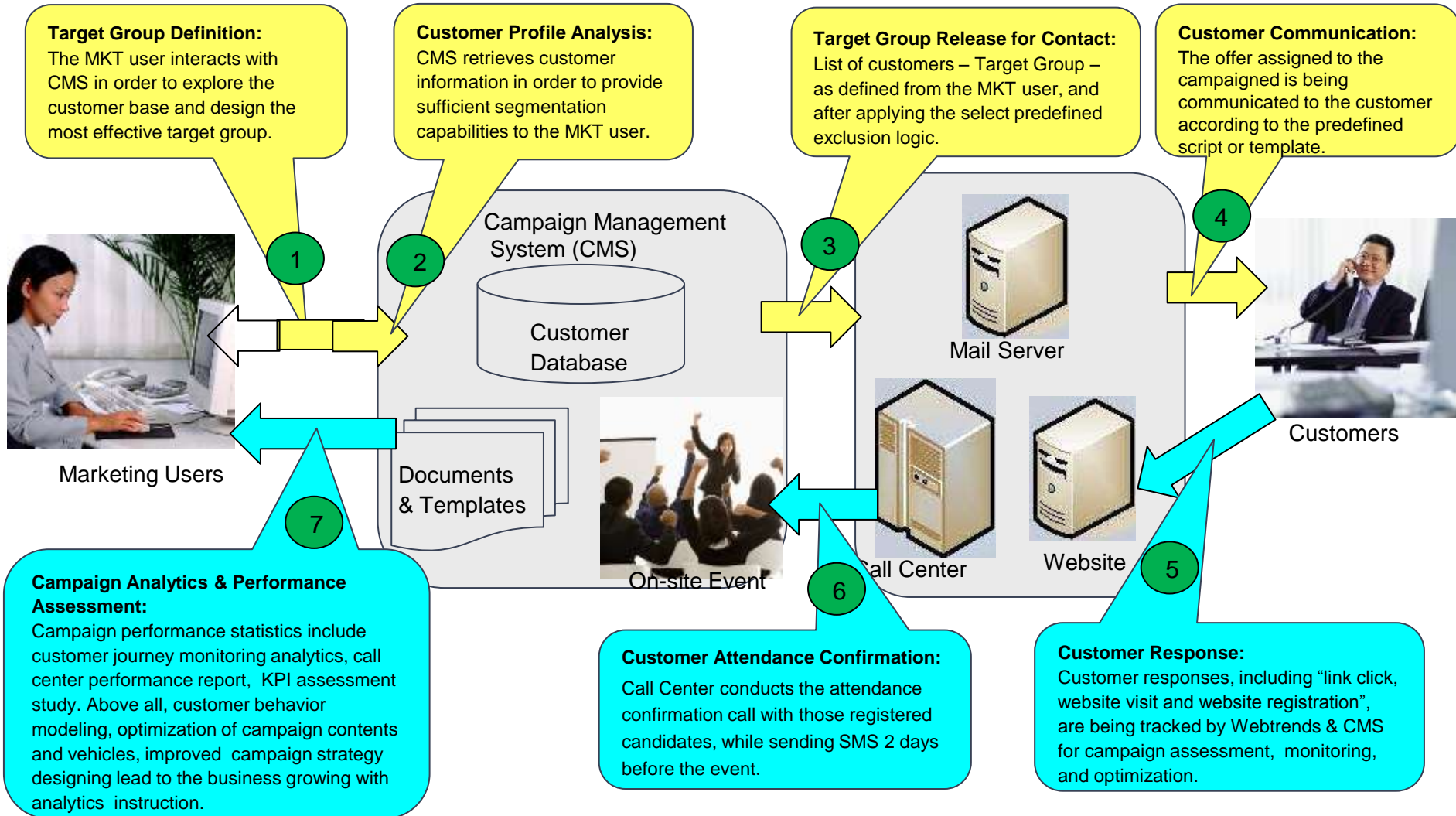
- Design, Track and Measure customer conversion number and rate in each stage of marketing funnel.
- Find and Utilize these Key Factors on customer performance to improve marketing funnel conversion rate.

- Optimize campaign process to improve website campaign KPI.
- Improve proportion of high value customer, and optimize spending and performance.

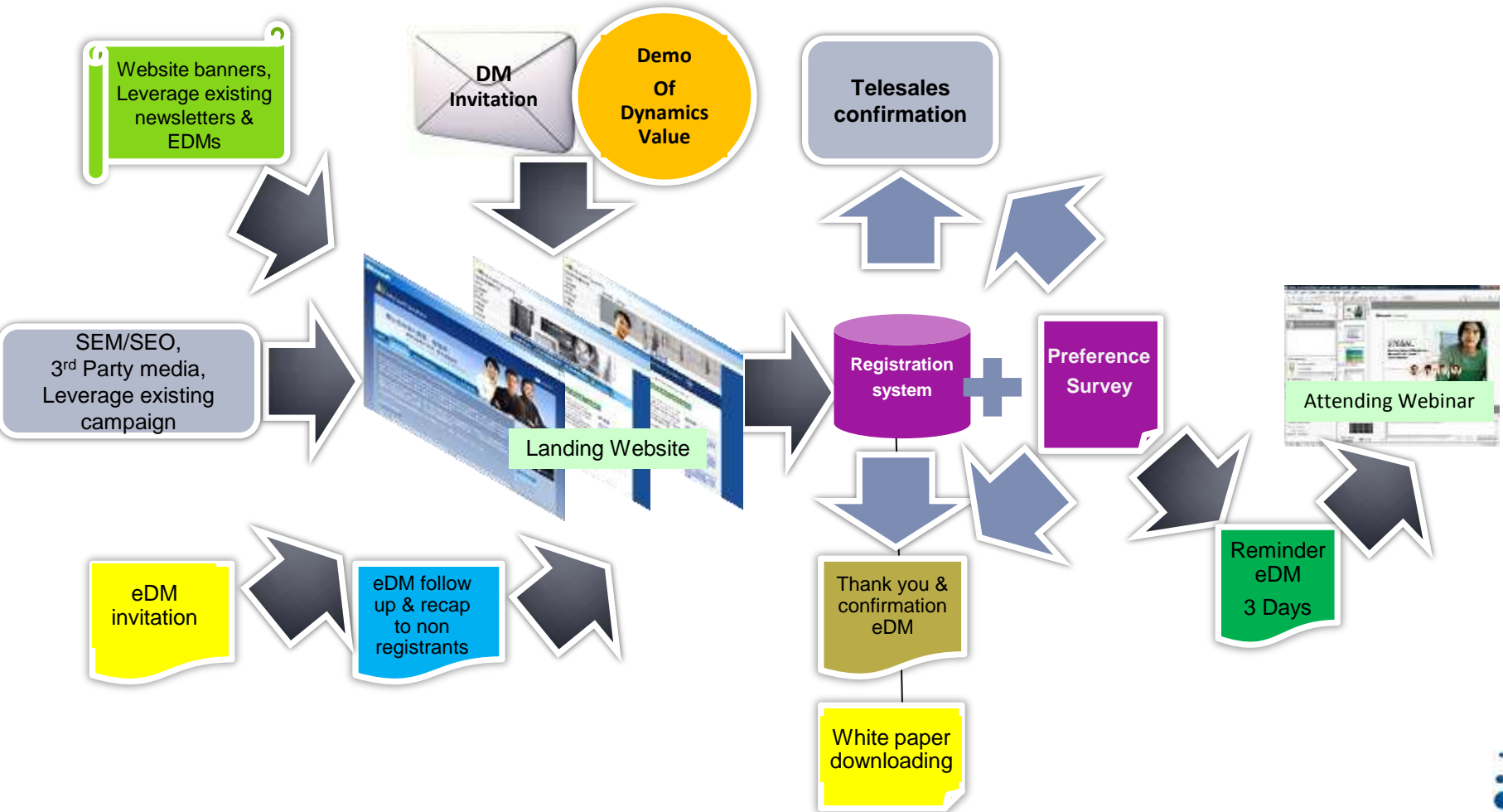
Media, Message, Creative, Offer and Website Test & Learn

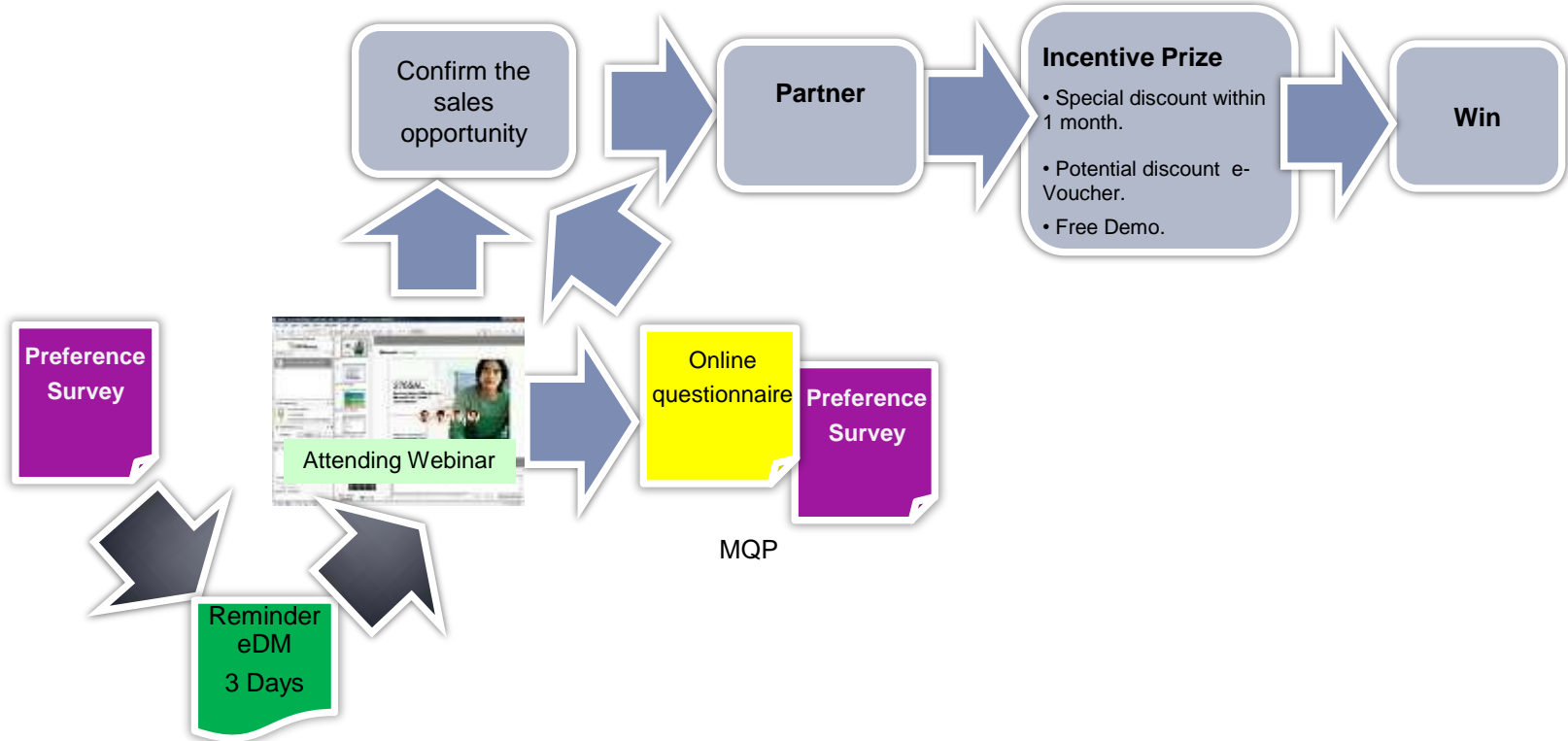
Media Casting	Message Content	Creative	Offer	Website Banner
<ul style="list-style-type: none"> • Different Media • Different Channel 	<ul style="list-style-type: none"> • Message A • Message B 	<ul style="list-style-type: none"> • Creative A • Creative B 	<ul style="list-style-type: none"> • Points • Gifts 	<ul style="list-style-type: none"> • Different Size • Different Position

- Through small scale test, find and optimize Media Casting, Message, Creative, Offer and Website Banner.



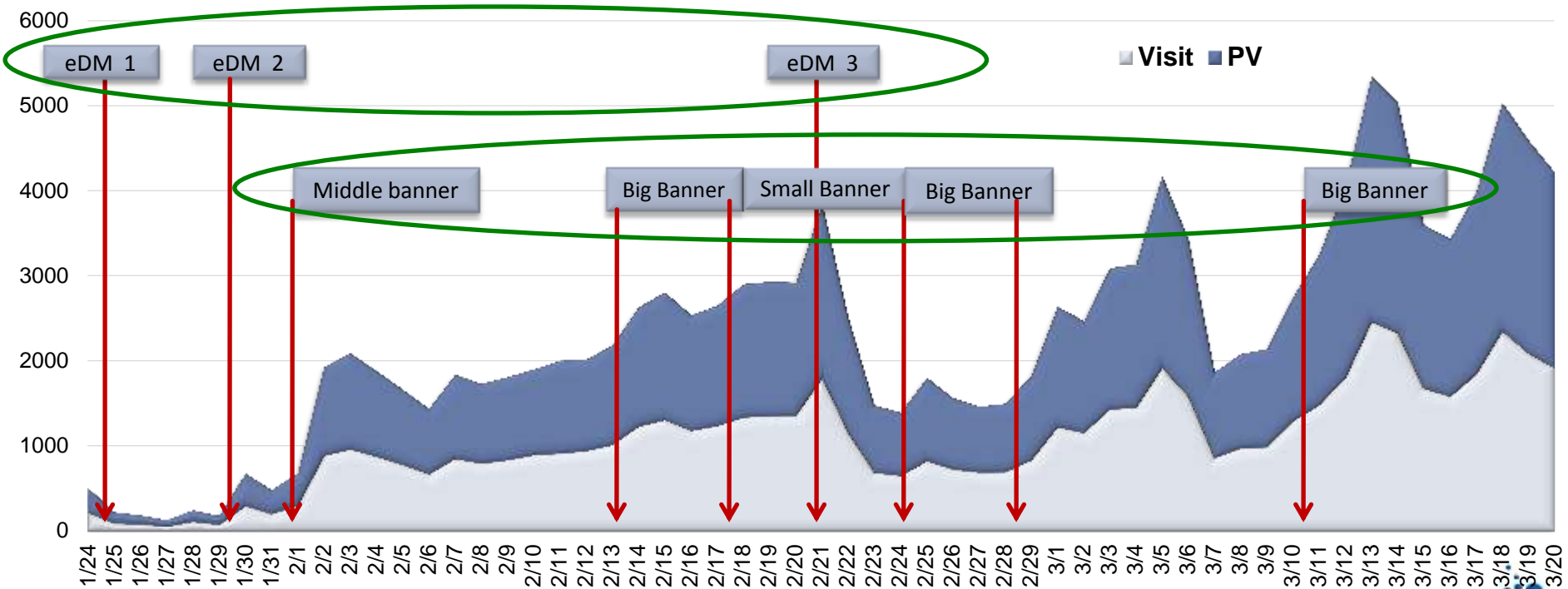
Campaign Management Key Steps

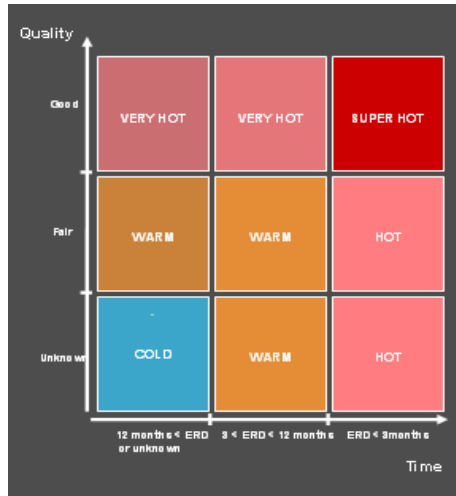




Campaign Design Key Measurements:

- eDM's effective design on subject and content, is the key factor to improve eDM campaign performance.
- In order to improve the Subsite product campaign performance, it is important to optimize those key factors, such as Banner's message and creative, Banner size, Banner allocation position on HP or on 3rd party, Banner allocation timing, search engine optimization, and top 10 referral site optimization, etc.





Customer Profiling

- Analysis on car owner and prospects profile (i.e. what do the prospects and car owners look like?) to identify insights to drive CRM strategies

Campaign KPI Definition & Tracking

- According to the goal of the CRM campaigns, define the core KPIs to measure the success.
- Recommendations for CRM engagement plans will be provided to ensure the program is structured in a way to drive performance

Online Campaign Analytics

- Analysis online media performance (end-to-end) all the way from traffic generation to lead management.
- Provide recommendations to drive online effectiveness & optimization

Lead Management

- Develop scoring model to identify Hot, Warm and Cold leads to drive lead conversion effectiveness (to dealer visits)
- Develop process to manage leads effectively with dealers and provide recommendation for the Cultivation program to convert warm leads to hot leads

Reporting & Analysis/Dashboard

- The campaign reports and CRM dashboard will be provided to clients as part of the reporting and analysis effort to ensure the CRM program is driving business performance
- For more details, please refer to the detailed report requirements and schedule document





凯迪拉克数据报告管理系统

新建客户

新建活动

信息搜索

信息修改

分析报告

▶ 潜在客户报告

— 当月新增潜在客户来源表

— 累计新增潜在客户来源表

— 当月新增潜在客户等级表

— 累计新增潜在客户等级表

— 月度销售转化报告

— 重点城市月度销售报告

— 活动转化总报告

车主报告

— 当月新增销售车型报告

— 累计新增销售车型报告

— 月度销售车型报告

— 重点城市月度销售车型报告

历史活动报告

数据库管理



潜在客户报告

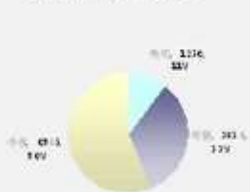


车主报告

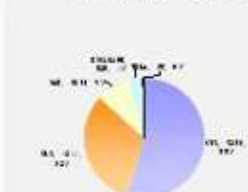


历史活动报告

当月新增潜在客户等级分布



累计新增潜在客户等级分布



当月重点城市潜在客户销售转化情况



当月新增潜在客户来源分布



累计新增潜在客户来源分布



潜在客户月度销售转化情况

