ACM

Active Campaign Manager

Create your own campaigns

in a single and intuitive platform

What is Active Campaign Manager?

A single platform to create, launch and execute inbound and outbound campaigns. ACM allows companies to design and release real-time promotions that impact their customers and contribute to increase business revenue.

A new way to boost your business

Service Providers compete every day to increase their revenue, grow their customer base and increase market share. A fundamental part of this Process is the creation of successful campaigns and promotions. ACM makes the management and release of marketing campaigns an easy task.

With an intuitive campaign-design interface, a flexible and robust campaign execution system and a set of dashboards and reports to follow the results of on-going campaigns in real-time, this solution allows your company to create, launch, run, and monitor campaigns and promotions.

Increase customer satisfaction and encourage them to purchase the right product.

ACM is a flexible product, fit for different types of business, including telecommunications, retail and finance.

Who benefits from it?

- Telecom Operators
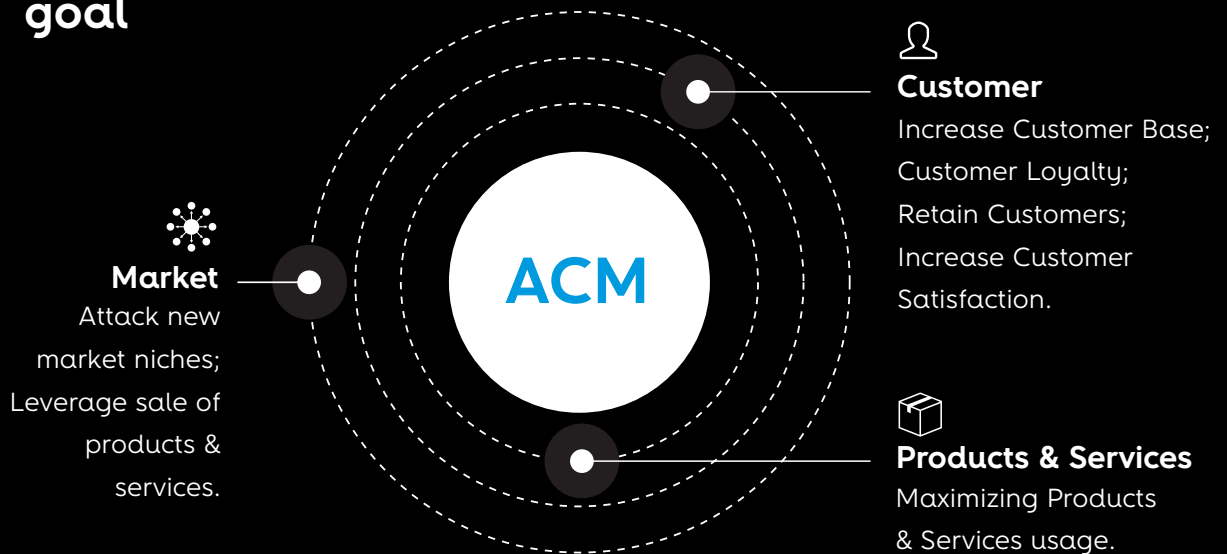- Retail
- Acquirers
- Finance
- Utilities

Business benefits

ACM helps Service Providers to monetize and increase their customer base, by improving the communication of products and services. Its integration with different channels, service platforms and CRM systems allows ACM to determine the best moment to offer products and services or interact with customers.

Main business goal

Customer
Increase Customer Base;
Customer Loyalty;
Retain Customers;
Increase Customer
Satisfaction.

Market
Attack new market niches;
Leverage sale of products & services.

ACM

Products & Services
Maximizing Products & Services usage.

- **Increase value, revenue and results** through campaigns that allow you to maximize objectives and indicators (customer loyalty, churn reduction, behavior shaping, among others);

- **Gain a better perception of customer QoE** (Quality of Experience), through personalized campaigns;

- **Improve partners collaboration** and create broader campaigns that promote cross-selling;

- **Reduced campaign launch time-to-market**, even when launching highly sophisticated campaigns, thanks to a friendly interface that allows the reuse of existing campaigns' settings;

- **Decrease OPEX** through a fully integrated and centralized infrastructure that supports campaigns, rewards and notifications.

Discover ACM

Main features

Flexible and friendly definition of segmentation group

Segmentation groups determine the eligibility conditions for client enrolment in each campaign, as well as the conditions of certain decisions regarding campaigns (e.g. rewarding).

Flexible and agile in campaigns' configuration

Allows the Service Provider to set the campaign's execution schema, referring to all situations and conditions under which a customer can be involved in a particular campaign and what happens in each received event.

Business intelligence with analytic capabilities

ACM offers a set of reports and dashboards to track campaign progress, such as customer transitions reports, rewarding reports and business result reports.

Multiple reward models support

ACM supports different types of reward models, such as the immediate rewards, parceled rewards, queue rewards or reward bags (groups of rewards).
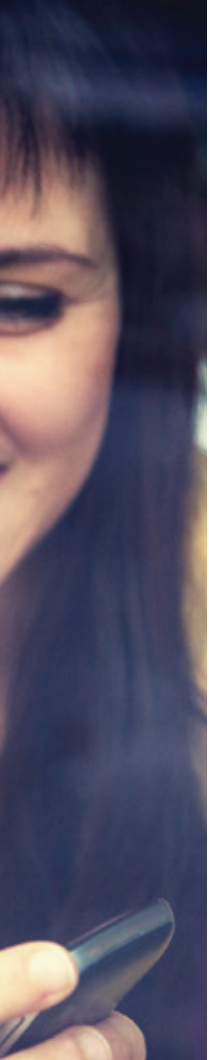
- **Create related campaigns**: the product allows the establishment of explicit relations between campaigns and helps you to prioritize relationships between them. Determine for instance if the customer must benefit from a certain campaign to join another, if the subscription of a campaign implies leaving another, or if the subscription of a campaign is exclusive with others.

- **Flexibility in the definition of southbound adaptors**: the solution has predefined input and output interfaces and also includes a configuration-based framework that allows to define the integration with external systems in a matter of hours, to grand rewards or send notifications, among other possibilities.

- **Easy management of business configurations**: ACM enables the creation of configuration packages to perform new configurations, a correction, or a change to an existing setting.

- **Multiple campaign subscriptions**: allows a customer to participate several times in the same promotional campaign. Each subscription of the campaign be controlled independently.

- **Simple integration with legacy systems**: ACM can integrate any system of the Service Provider, to send notifications or apply charges (e.g. enrolment charges) to customers.

Built in customer behavior metrics calculation

ACM can calculate internal customer metrics based on received events (that become variables on segmentation rules). Examples: the total value of purchases from a customer; date of last top-up or payment made by the customer.

Managing incentive programs

Allows the Service Provider to set up non-occurrence triggers, for example, if the customer has not made any payments in the last 5 days, or the customer has not rented more than 4 digital films in less than 15 days. When the non-occurrence of the event is checked, an action can be performed, like sending a notification, a campaign enrolment or even granting a reward.
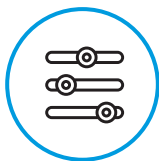
Support metrics and triggers

Allows the Service Provider to configure actions in accordance with metric values analysis. For example, if the customer has made 5 purchases in 7 days, ACM will give the customer a benefit (credit) in a monetary value or loyalty points.

Graphically rich apllications

Streamline and facilitate configuration processes with intuitive back office tools, monitoring and integrated control of the entire solution through graphical consoles.

The architecture

ACM comprises four applications: the Campaign Designer, the Campaign Real Time Execution Engine, the Operation and Administration Console and the Campaign Performance Tracking.

Designer → **Real time execution engine**

Functional architecture

Performance tracking ← **Operation and administration console**
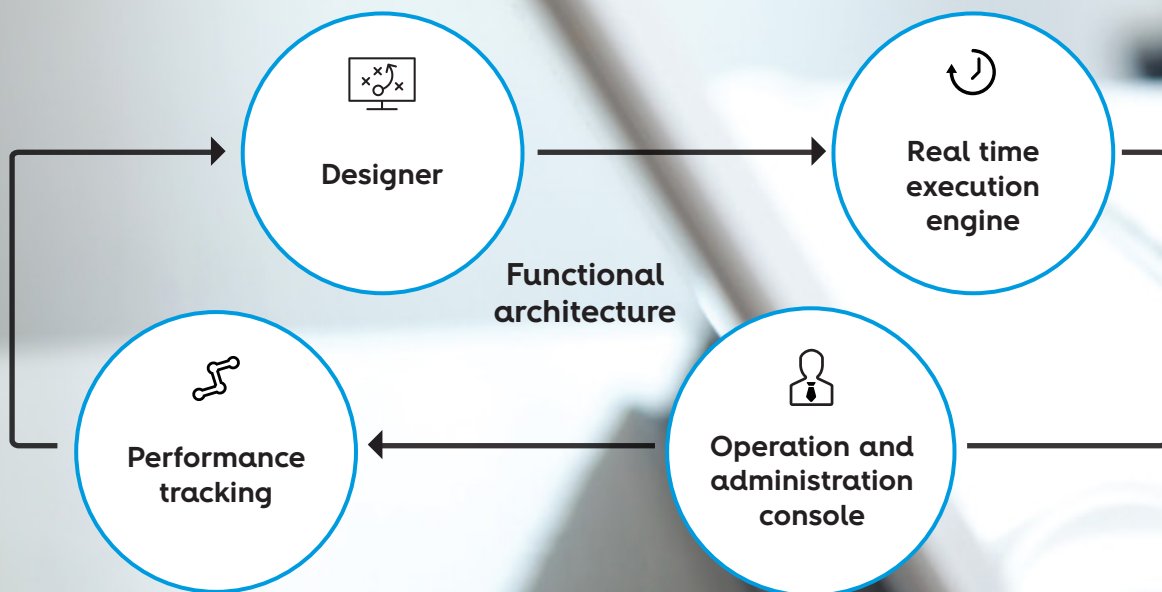
Designer

Creates, manages and launches campaigns. With an intuitive interface and distributed via Intranet, it doesn't require any specific installations, which facilitates its distribution and upgrade. A collaborative configuration environment, supporting multiple campaign deployment schedules, provides additional flexibility and the necessary freedom to perform marketing day-to-day tasks.
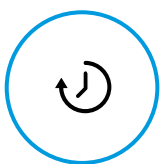
Real time execution engine

Specializes in the execution of campaigns. Supports upgrades without downtime and has fault tolerance mechanisms, offering Service Providers a new level of robustness in this kind of application. Allows the interaction with various channels and platforms across multiple technologies to ensure effective customer analysis, reward attribution and the offering of products and services in particular situations.

Operation and administration console

Application that centralizes all operation and administration tasks of ACM business applications. With this tool, users can manage the application's instances and configurations. Changes at the logging and log tracing level can also be performed in runtime by the console.
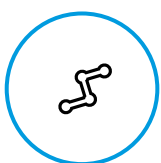
Performance tracking

Application oriented to the analysis of campaigns' performance. This platform allows users to obtain a fast insight on the business performance of the campaign, allowing faster decision making.

Quality attributes

Scalable solution

- Supports small, medium and high-scale deployments (example: > 30,000,000 customers);
- Horizontal scalability support;

Efficient processing

- Supports parallel and distributed processing;
- Supports load balancing (runtime engines and database);
- Supports fault tolerance and disaster recovery;

Always available

- High availability (24 x 7-AlwaysOn Philosophy);
- Supports real-time operations;
- Non-stop Upgrades: Allows the installation of software updates without stopping the system;
- Running with low latency (< 30 ms);
- Allows you to query and change the logging level at runtime;

High capacity

- High processing capacity (> 15,000 events analyzed per second);
- Supports operations in real time synchronous and asynchronous modes;
- Repository of information shared by the different modules of the product.

About Altice Labs

Delivering key telecommunications technologies since 1950, Altice Labs has been shaping the future of technology, enabling Communications Service Providers and Enterprises to offer advanced and differentiated services to their customers and users.

Altice Labs is an innovation and transformation catalyst supported on a strong and dynamic Innovation Ecosystem. Through technology, we are committed to improve people's lives and the way in which companies do business.