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Project

Marketing campaign results forecasting and reporting system

Requirements

Improve ability to effectively forecast and measure and report commercial results of marketing initiatives

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The Challenge

Develop a system able to:

- Anticipate likely outcomes of marketing campaigns at varying price points and levels of marketing support
- Monitor and measure revenues, margins and costs associated with any campaign

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The KFA Solution

- Development of bespoke campaign manager application
- Full integration with existing ledger, stock control and order fulfilment systems

The Outcomes

- Likely commercial returns of any campaign can now be modelled prior to any financial investment
- Orders can be placed with suppliers on a just-in-time manufacturing basis
- Timeliness and accuracy of management reporting has been significantly improved