



Magazine Marketing Campaign Database and Reporting System

New York, NY

Client

International sports media company

Problem

A highly successful international sports media company needed a system to manage a large ongoing marketing campaign for their magazine. When the project started, their magazine had a circulation of over 800,000 subscribers.

The company needed a way to track and report on multiple marketing campaigns. They wanted a system that would manage the entering of data, storing of marketing campaign data, reporting on the success of campaigns, and the ability to track the success of the marketing campaign by several measurements.

The company required a system that was highly reliable, intuitive and able to provide highly relevant campaign reporting. The system needed to tie into their existing web site, and provide the company with information from which they could evaluate marketing program success.

Scope

Warshaw Group provided:

- Consulting and business process analysis
- Customization of a web user interface for data entry
- Warshaw Group's Mobile Validity® data collection software to enable authentication and revision control
- Mobile Validity® Status Flow Engine to automate processes based on client project goals
- Mobile Validity® Communication/Notification Engine to manage correspondence
- Interface to existing client systems
- Implementation of a budget analysis tools
- Reporting mechanisms to general reports marketing campaign
- Marketing campaign database to track collateral for each campaign
- Administrator training for knowledge transfer
- Technical support

Solution

Warshaw Group's solution enabled the sports media company to manage large-scale marketing campaigns, providing essential information on campaign success. This system allowed them to analyze and quantify their marketing campaigns for their individual value, and led to a reduction in errors. The system provided valuable information on campaigns so that the company could evaluate and hone their strategy for future success.