Course5
Transformative intelligence

Case Study
Campaign Analytics

Intelligent Automation for Marketing Campaigns

Industry: Technology
Client: A leading global technology manufacturer

Business Impact

- **Faster TAT** with high accuracy
- **Huge savings of man-hours** within 18 months of initiation
- **Scope** was **expanded to** cover all markets **globally**
- **Workstream cover enhanced** to cover **Product Enablement, Website QC, and Inventory Management**

Business Requirement

The client organization's North America marketing function runs over 1,000 campaigns at any given time. A single campaign has several promotions mapped to it. These are promoted through web, app, mobile and offline channels. In order to save human effort, the eCommerce and marketing teams wanted to **automate** the **campaign execution, approval,** and **QA.** Their   goal was to automate the process and expand the campaign coverage while reducing effort and increasing accuracy.

Solution Approach

- Conducted campaign process **mapping and streamlining**
- Eliminated redundant steps and **automated all campaign processes,** emulating human behavior with **programmed cognition**
- Implemented a **combination of scripts and proprietary custom bots** to automate the process

Outcomes

- Intelligent automation led to efficient mapping and streamlining of required campaign processes.
- The proprietary custom bots resulted in improvement in the overall process.
- The client was able to expand their campaigns and marketing coverage.

About us

Course5 Intelligence is a pure-play data analytics and insights company with a focus on helping organizations drive digital transformation using artificial intelligence (AI), advanced analytics, and insights. We enable organizations to solve complex issues relating to their customers, markets, and competition at speed and scale through a combination of industry-specific domain expertise with AI-driven products and solutions that are Intellectual Property (IP)-led and leverage the latest technologies. We use a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.

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