OptCulture: A Quick Introduction

OptCulture is a customer data and multi-channel campaign management solution which integrates with multiple business, billing and customer management systems. Through these integrations OptCulture collects all data pertaining to customers and enables marketers to use the same and send intelligent, personalized and automated multi-channel campaigns; thus driving greater customer engagement to increase retention, repeat purchases and reduce churn.

Customer Data Management

OptCulture integrates with multiple business systems such as content management systems, customer relationship management systems and data collection systems to collect all customer data and then assimilates the same in a customer centric manner for easy look-up and grouping. This enables marketers to get a comprehensive understanding of the customer base and then plan intelligent multi-channel campaigns and marketing strategies.

Segmentation

Using OptCulture marketers will be able to group customers at the minutest level using attributes based on sales, inventory, promotions, loyalty and CRM data, the customer profiles and their interaction history across campaigns already sent using OptCulture's campaign management tools. Marketers will then be able to send campaigns relevant to these segments and positioned to drive action to fulfill marketing targets.

Email Campaigns

OptCulture provides tools to send personalized email campaigns to segments of customers. The tools make building rich HTML campaigns easy and ensure that email best practices and regulations are adhered to. These tools and OptCulture's best-in-class email delivery eco-system ensures that emails lands in customers' inboxes and drives them to take actions as intended by the marketers. Email campaign reports give extensive information so that marketers understand the effectiveness of email campaigns, calculate the Return-On-Investment and have the information required to be able to improve upon when sending the next emails to customers.

SMS Campaigns

OptCulture's SMS campaign management tools enable marketers use one of the world's most instant communication mediums. Using these tools marketers can engage customers using one-way and two-way types of SMS campaigns. With features like click tracking, url shortening, best practice wizard, personalization tools and promo-code insertions, OptCulture is unparalleled in the way it empowers marketers to make use of this medium. SMS campaign reports help marketers understand campaign effectiveness, its ROI and imparts them with information that can help improve upon future campaigns.

Event Triggers

The best marketing communication is that which is driven by customer behavior. OptCulture's Event Triggers solution can send or schedule emails and/ or SMS based on customer events such as clicks, opens, visits and purchases. Thus, a purchase can lead to an immediate offer and a response can lead to immediate information being sent out. With reports that calculate ROI and display effectiveness, marketers can continuously improve communications, increase sales and reduce churn.
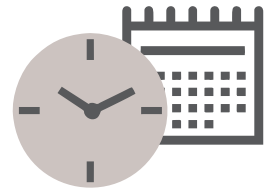
Enterprise Features

OptCulture includes features which provide for multiple users across hierarchy and divisions. Customer data for a division need not be shared by others, or only across certain organization units; users may have differing roles like data managers, campaign managers, system administrators or report analysts; furthermore emails sent by different divisions may have unique email id and address for such emails. OptCulture has a flexible data management system which allows for any kind of data to be imported with multiple identifiers for a record and duplication handling through complex rules on the identifiers. Thus OptCulture can be configured to work based on an enterprise's internal structure and processes.

OptCulture
Marketing Meets Data

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