

CLAIMS

1. A method of running a marketing campaign, wherein the method is performed by one or more servers communicatively coupled to a computer network, the method comprising:
- 5 receiving a campaign specification from a client computer, the campaign specification specifying one or more attributes of the marketing campaign;
- receiving a recipient specification from the client computer, the recipient specification specifying one or more desired attributes of a plurality of targeted campaign recipients;
- 10 receiving a selection of one or more communication channels in which to run the marketing campaign from the client computer;
- receiving a campaign flow specification from the client computer, the campaign flow specification specifying an order in which to execute the marketing campaign in the one or more communication channels;
- 15 receiving a content specification for each of the one or more selected communication channels from the client computer, the content specification specifying content to be sent to the targeted campaign recipients;
- executing the marketing campaign in the one or more selected communication channels according to the specified order;
- 20 obtaining campaign data from the targeted campaign recipients comprising monitoring the route that targeted campaign recipients take from receiving a communication right up to the point of fulfilling calls to actions or en route abandonment;
- 25 analysing the campaign data obtained from the campaign recipients; and
- generating a report for the client computer based on the analysed campaign data.
2. The method of claim 1, wherein the one or more attributes of the marketing campaign comprise one or more of a campaign name, one or more campaign objectives, a tracking duration and a benchmark.
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3. The method of claim 2, wherein the step of analysing the campaign data obtained from the campaign recipients comprises measuring a performance of the marketing campaign at an end of the tracking duration based on the one or more
5 campaign objectives.

4. The method of claim 2, wherein the one or more campaign objectives comprise one or more of awareness, a new product launch, a promotion and a sale.
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5. The method of claim 2, wherein the benchmark is one of an earlier campaign result and an industry specific best result.

6. The method of claim 1, further comprising identifying the targeted campaign recipients by filtering potential campaign recipient records stored in one or more
15 databases based on the one or more desired attributes of the targeted campaign recipients specified in the recipient specification.

7. The method of claim 6, wherein the potential campaign recipient records are
20 added to the one or more databases by one or more of manual data entry, data file upload and data extraction from one or more external sources.

8. The method of claim 1, wherein the one or more desired attributes of the targeted campaign recipients comprise one or more of recipient contact details,
25 geographical location, demography, online behaviour, channel activity level, campaign activity level, psychographic attributes, professional information, contact stage, customer relationship management membership type, purchasing history, one or more interests, one or more preferences and a customer propensity indicator.
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9. The method of claim 6, further comprising updating the campaign recipient records stored in the one or more databases with the analysed campaign data.

10. The method of claim 1, wherein the step of analyzing the campaign data
5 obtained from the campaign recipients comprises applying the obtained campaign data to one or more models stored in the one or more databases to assess a correlation of activity across the one or more communication channels.

11. The method of claim 1, wherein the one or more communication channels
10 comprise one or more of electronic mail, one or more text messaging services, one or more social media channels and one or more Quick Response Code (QR code) channels.

12. The method of claim 1, wherein the order in which to execute the marketing
15 campaign in the one or more communication channels is one or a combination of sequential execution, simultaneous execution, event-based execution and conditional branching-based execution.

13. The method of claim 12, wherein a trigger for event-based execution is one
20 or more of a new customer, a new order, a new invoice, an abandoned shopping cart and a wish list selection.

14. The method of claim 1, wherein the campaign flow specification specifies a
frequency for executing the marketing campaign.

25 15. The method of claim 1, wherein the step of obtaining campaign data from the targeted campaign recipients further comprises monitoring for a response from each of the campaign recipients and sending one or more response reminders if the response is not detected after one or more predetermined time periods

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16. The method of claim 1, wherein the campaign data obtained from the campaign recipients comprises recipient activity information.

5 17. The method of claim 16, wherein the recipient activity information obtained from the campaign recipients is encrypted.

18. The method of claim 1, wherein the report comprises one or more of a reach metric, an engagement metric, a conversion metric, a top performing location
10 metric, a top performing audience segment metric, an acquired new users metric, a primary target audience performance metric, a secondary target audience performance metric, a return on investment metric and one or more recommendations.

15 19. The method of claim 1, wherein the report comprises one or more of a campaign summary report, a benchmark report, a trend analysis report and a user analytics report.

20. The method of claim 19, wherein the benchmark report is generated by
20 comparing the campaign data obtained from the campaign recipients against a benchmark specified in the campaign specification.

21. The method of claim 19, wherein the trend analysis report is generated by
25 comparing the campaign data obtained from the campaign recipients against a trend retrieved from the one or more databases.

22. The method of claim 1, wherein monitoring the route that targeted campaign recipients take comprises analytics tracking for at least one of social media profile, web and reputation management (ORM) analysis, and activity information during
30 the route comprises at least one of visitor information, links clicked, time spent and activities performed.

23. A system for running a marketing campaign, comprising:

one or more servers communicatively coupled to a computer network, the one or more servers being configured to:

5 receive a campaign specification from a client computer, the campaign specification specifying one or more attributes of the marketing campaign;

10 receive a recipient specification from the client computer, the recipient specification specifying one or more desired attributes of a plurality of targeted campaign recipients;

receive a selection of one or more communication channels in which to run the marketing campaign from the client computer;

15 receive a campaign flow specification from the client computer, the campaign flow specification specifying an order in which to execute the marketing campaign in the one or more communication channels;

receive a content specification for each of the one or more selected communication channels from the client computer, the content specification specifying content to be sent to the targeted campaign recipients;

20 execute the marketing campaign in the one or more selected communication channels according to the specified order;

obtain campaign data from the targeted campaign recipients wherein the one or more servers are configured to monitor the route that targeted campaign recipients take from receipt of a communication right up to the point of fulfillment of calls to actions or en route abandonment;

25 analyse the campaign data obtained from the campaign recipients; and

generate a report for the client computer based on the analysed campaign data.

24. The system of claim 23, wherein the one or more attributes of the marketing campaign comprise one or more of a campaign name, one or more campaign objectives, a tracking duration and a benchmark.

5 25. The system of claim 24, wherein the one or more servers are further configured to measure a performance of the marketing campaign at an end of the tracking duration based on the one or more campaign objectives.

26. The system of claim 24, wherein the one or more campaign objectives
10 comprise one or more of awareness, a new product launch, a promotion and a sale.

27. The system of claim 24, wherein the benchmark is one of an earlier campaign result and an industry specific best result.

15 28. The system of claim 23, further comprising one or more databases communicatively coupled to the one or more servers and storing potential campaign recipient records, wherein the one or more servers are further configured to identify the targeted campaign recipients by filtering the potential
20 campaign recipient records based on the one or more desired attributes of the targeted campaign recipients specified in the recipient specification.

29. The system of claim 28, wherein the potential campaign recipient records are added to the one or more databases by one or more of manual data entry,
25 data file upload and data extraction from one or more external sources.

30. The system of claim 23, wherein the one or more desired attributes of the targeted campaign recipients comprise one or more of recipient contact details, geographical location, demography, online behaviour, channel activity level,
30 campaign activity level, psychographic attributes, professional information, contact stage, customer relationship management membership type, purchasing history,

one or more interests, one or more preferences and a customer propensity indicator.

31. The system of claim 28, wherein the one or more servers are further
5 configured to update the campaign recipient records stored in the one or more databases with the analysed campaign data.

32. The system of claim 28, wherein the one or more servers are further
configured to apply the obtained campaign data to one or more models stored in
10 the one or more databases to assess a correlation of activity across the one or more communication channels.

33. The system of claim 23, wherein the one or more communication channels
comprise one or more of electronic mail, one or more text messaging services, one
15 or more social media channels and one or more Quick Response Code (QR code) channels.

34. The system of claim 23, wherein the order in which to execute the marketing
campaign in the one or more communication channels is one or a combination of
20 sequential execution, simultaneous execution, event-based execution and conditional branching-based execution.

35. The system of claim 34, wherein a trigger for event-based execution is one
or more of a new customer, a new order, a new invoice, an abandoned shopping
25 cart and a wish list selection.

36. The system of claim 23, wherein the campaign flow specification specifies a
frequency for executing the marketing campaign.

30 37. The system of claim 23, wherein the one or more servers are further configured to monitor for a response from each of the campaign recipients.

38. The system of claim 37, wherein the one or more servers are further configured to send one or more response reminders if the response is not detected after one or more predetermined time periods.

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39. The system of claim 23, wherein the campaign data obtained from the campaign recipients comprises recipient activity information.

40. The system of claim 39, wherein the recipient activity information obtained from the campaign recipients is encrypted.

41. The system of claim 23, wherein the report comprises one or more of a reach metric, an engagement metric, a conversion metric, a top performing location metric, a top performing audience segment metric, an acquired new users metric, a primary target audience performance metric, a secondary target audience performance metric, a return on investment metric and one or more recommendations.

42. The system of claim 23, wherein the report comprises one or more of a campaign summary report, a benchmark report, a trend analysis report and a user analytics report.

43. The method of claim 42, wherein the benchmark report is generated by comparing the campaign data obtained from the campaign recipients against a benchmark specified in the campaign specification.

44. The system of claim 42, wherein the trend analysis report is generated by comparing the campaign data obtained from the campaign recipients against a trend retrieved from the one or more databases.

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45. The system of claim 23, further comprising a load balancer communicatively coupled to the one or more servers and configured to assess a processing load on the one or more servers and to service jobs in a queue.
- 5 46. The system of claim 23, wherein the one or more servers are configured to monitor the route that targeted campaign recipients take by analytics tracking for at least one of social media profile, web and reputation management (ORM) analysis, and activity information during the route comprises at least one of visitor information, links clicked, time spent and activities performed.

CLAIMS

1. A method of running a marketing campaign, wherein the method is performed by one or more servers communicatively coupled to a computer network, the method comprising:

receiving a campaign specification from a client computer, the campaign specification specifying one or more attributes of the marketing campaign;

receiving a recipient specification from the client computer, the recipient specification specifying one or more desired attributes of a plurality of targeted campaign recipients;

receiving a selection of one or more communication channels in which to run the marketing campaign from the client computer;

receiving a campaign flow specification from the client computer, the campaign flow specification specifying an order in which to execute the marketing campaign in the one or more communication channels;

receiving a content specification for each of the one or more selected communication channels from the client computer, the content specification specifying content to be sent to the targeted campaign recipients;

executing the marketing campaign in the one or more selected communication channels according to the specified order;

obtaining campaign data from the targeted campaign recipients comprising monitoring the route that targeted campaign recipients take from receiving a communication right up to the point of fulfilling calls to actions or en route abandonment;

analysing the campaign data obtained from the campaign recipients; and

generating a report for the client computer based on the analysed campaign data.

2. The method of claim 1, wherein the one or more attributes of the marketing campaign comprise one or more of a campaign name, one or more campaign objectives, a tracking duration and a benchmark.

3. The method of claim 2, wherein the step of analysing the campaign data obtained

from the campaign recipients comprises measuring a performance of the marketing campaign at an end of the tracking duration based on the one or more campaign objectives.

4. The method of claim 2, wherein the benchmark is one of an earlier campaign result and an industry specific best result.

5. The method of claim 1, further comprising identifying the targeted campaign recipients by filtering potential campaign recipient records stored in one or more databases based on the one or more desired attributes of the targeted campaign recipients specified in the recipient specification.

6. The method of claim 1, wherein the one or more desired attributes of the targeted campaign recipients comprise one or more of recipient contact details, geographical location, demography, online behaviour, channel activity level, campaign activity level, psychographic attributes, professional information, contact stage, customer relationship management membership type, purchasing history, one or more interests, one or more preferences and a customer propensity indicator.

7. The method of claim 1, wherein the one or more communication channels comprise one or more of electronic mail, one or more text messaging services, one or more social media channels and one or more Quick Response Code (QR code) channels.

8. The method of claim 1, wherein the order in which to execute the marketing campaign in the one or more communication channels is one or a combination of sequential execution, simultaneous execution, event-based execution and conditional branching-based execution.

9. The method of claim 1, wherein the step of obtaining campaign data from the targeted campaign recipients further comprises monitoring for a response from each of the campaign recipients and sending one or more response reminders if the response is not detected after one or more predetermined time periods.

10. The method of claim 1, wherein the campaign data obtained from the campaign recipients comprises recipient activity information.

11. The method of claim 1, wherein the report comprises one or more of a reach metric, an engagement metric, a conversion metric, a top performing location metric, a top performing audience segment metric, an acquired new users metric, a primary target audience performance metric, a secondary target audience performance metric, a return on investment metric and one or more recommendations.

12. The method of claim 1, wherein the report comprises one or more of a campaign summary report, a benchmark report, a trend analysis report and a user analytics report.

13. The method of claim 12, wherein the benchmark report is generated by comparing the campaign data obtained from the campaign recipients against a benchmark specified in the campaign specification.

14. The method of claim 12, wherein the trend analysis report is generated by comparing the campaign data obtained from the campaign recipients against a trend retrieved from the one or more databases.

15. A system for running a marketing campaign, comprising:

one or more servers communicatively coupled to a computer network, the one or more servers being configured to:

receive a campaign specification from a client computer, the campaign specification specifying one or more attributes of the marketing campaign;

receive a recipient specification from the client computer, the recipient specification specifying one or more desired attributes of a plurality of targeted campaign recipients;

receive a selection of one or more communication channels in which to run the marketing campaign from the client computer;

receive a campaign flow specification from the client computer, the campaign flow specification specifying an order in which to execute the marketing campaign in the one or more communication channels;

receive a content specification for each of the one or more selected communication channels from the client computer, the content specification specifying content to be sent to the targeted campaign recipients;

execute the marketing campaign in the one or more selected communication channels according to the specified order;

obtain campaign data from the targeted campaign recipients wherein the one or more servers are configured to monitor the route that targeted campaign recipients take from receipt of a communication right up to the point of fulfilment of calls to actions or en route abandonment;

analyse the campaign data obtained from the campaign recipients; and

generate a report for the client computer based on the analysed campaign data.

16. The system of claim 15, wherein

the one or more attributes of the marketing campaign comprise one or more of a campaign name, one or more campaign objectives, a tracking duration and a benchmark; and

the one or more servers are further configured to measure a performance of the marketing campaign at an end of the tracking duration based on the one or more campaign objectives.

17. The system of claim 15, further comprising one or more databases communicatively coupled to the one or more servers and storing potential campaign recipient records, wherein the one or more servers are further configured to identify the targeted campaign recipients by filtering the potential campaign recipient records based on the one or more desired attributes of the targeted campaign recipients specified in the recipient specification.

18. The system of claim 15, wherein the order in which to execute the marketing campaign in the one or more communication channels is one or a combination of sequential execution, simultaneous execution, event-based execution and conditional branching-based execution.

19. The system of claim 15, wherein the one or more servers are further configured to monitor for a response from each of the campaign recipients.

20. The system of claim 15, further comprising a load balancer communicatively coupled to the one or more servers and configured to assess a processing load on the one or more servers and to service jobs in a queue.