# Campflyer

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Introduction

Effectively tailoring a marketing strategy to a customer's needs is integral to a successful marketing campaign. As such, many businesses have utilised customer intelligence platforms to understand their customer demographic better. However, the tedious nature of using multiple different tools and lack of flexibility makes the process time-consuming and complex. This project proposes an approach to streamline the digital marketing process through a Customer Intelligence Platform, Campflyer.
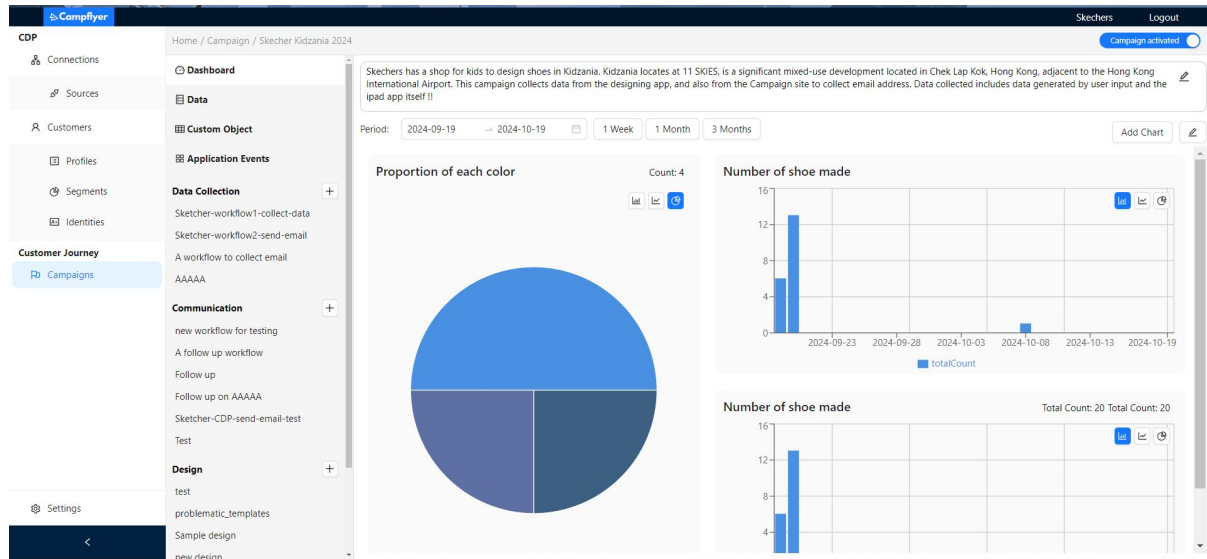

Objectives.

1. Data Collection and Exploration

2. Profile and Identity Tracking

3. Campaign Orchestration

4. Reporting and Analytics

Implementation

There are three main components the user goes through in orchestrating a marketing campaign.
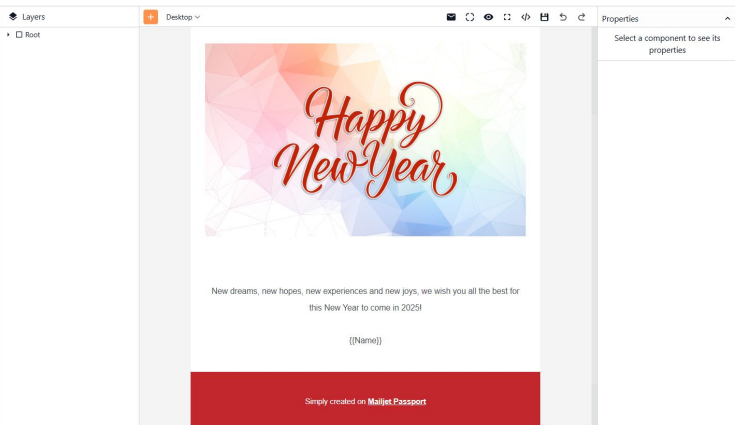
1. Workflow

Workflows are mediums for users to construct the data flow and actions they would like to do with their customer base. This includes data configuration, calculations, filtering and action paths to take depending on their customer.
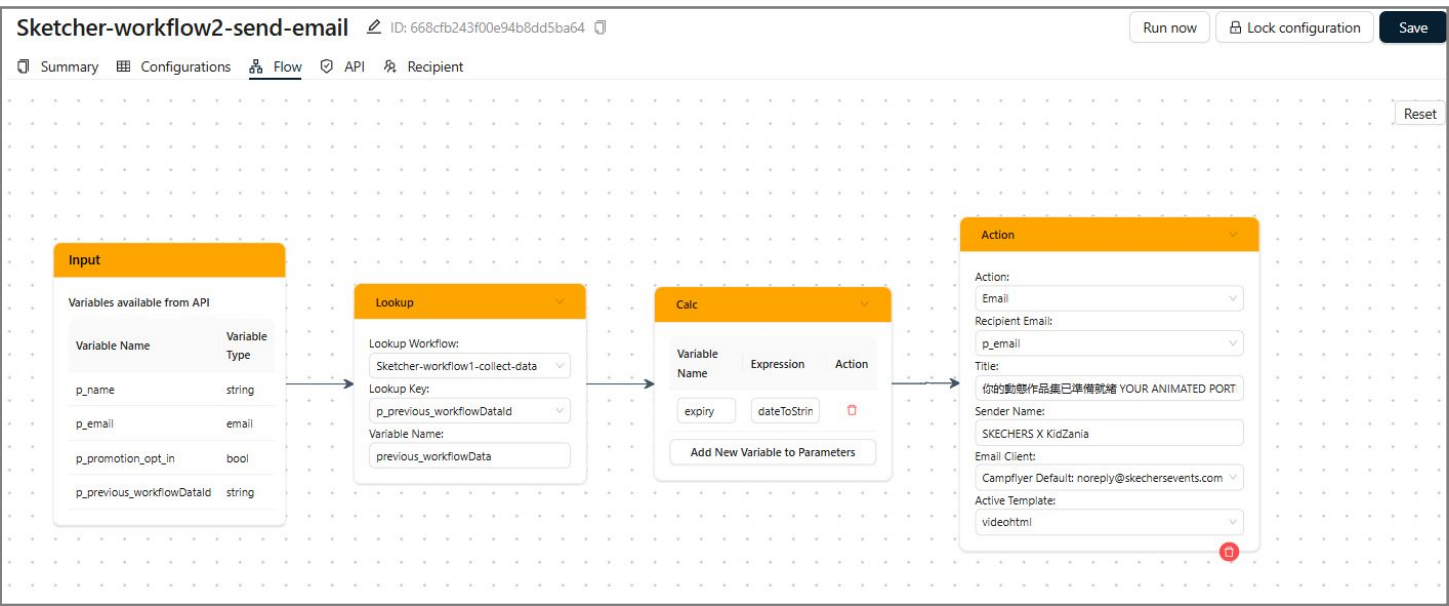
2. Email Templates

Every workflow ends with an action through a communication channel, with one being email. Users can design emails to tailor to their campaign.

3. Data Table

After running the workflows, Campflyer collects the data and places them in a huge data table. This table behaves similar to a CSV table, where users can edit, add and remove items from the table. Additionally, they can also use features like filtering, sorting, and even import/export.

Profiles

After this whole process, Campflyer will build profiles off the data collected from the campaigns. This is done by tracking importing data points like email, phone number, etc and tying them to the same profile point to allow for better personalisation.