

Title	Details [Campaign Management Advertising Industry]														
Introduction	<p>Industry leading, NY Based advertising firm tracked client profile, products, campaign & Traffic, buy details mainly thru emails, MS Access and fax. Most of the information were stored and maintained through excel spreadsheet.</p> <p>A new team was added to handle this process manually via email, phone and fax. The Company was looking at a way to automate processes, increase productivity and establish a reporting system to support the key business decisions.</p>														
Solution	<p>Mindspring Consultants designed and delivered a system to automate their campaign management process, which included tracking client profile, products, campaign message, buy details, creative excerpts and campaign ratings. The buying process, traffic operations and rating process were automated with a simplified user interface designed for relevant departments of the organization – Management, Buyers, Marketing, Analyst. Developed reports to help evaluate the performance of campaigns and transaction with external vendors based on the knowledge base.</p>														
Technology & Tools	<p>Using our Build to Last approach solutions were crafted on Remedy ARS 5.x, Windows NT & crystal reports. System is integrated with the external applications like email, pagers, fax servers etc</p>														
Efforts Analysis	<table border="1"> <caption>Efforts Analysis Data</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Requirement Gathering & Analysis</td> <td>45%</td> </tr> <tr> <td>Designing</td> <td>18%</td> </tr> <tr> <td>Prototyping</td> <td>18%</td> </tr> <tr> <td>Implementation</td> <td>5%</td> </tr> <tr> <td>Documentation</td> <td>10%</td> </tr> <tr> <td>Meetings</td> <td>4%</td> </tr> </tbody> </table>	Category	Percentage	Requirement Gathering & Analysis	45%	Designing	18%	Prototyping	18%	Implementation	5%	Documentation	10%	Meetings	4%
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Client Says	<p>By comparison & analysis of ratings we have the luxury of enhancing our campaign decisions for good and it save us the hassle of paper work. Manual reconciliation of buy invoices engaged 5 people for 10 hrs every day which the new system accomplishes by itself, bringing 40 % of cost savings while providing vital information to make better decisions.</p>														