



Professional Society Achieves High-Performance, Targeted Marketing

"With the information gathered from our EMM solutions, we are able to more accurately understand our members' needs, allowing us to communicate more efficiently and successfully with our diverse target audiences."

Steven Ciaccio
Chief Operations Officer

Enterprise Marketing Management: The right message to the right member

Client

Founded in 1922, the American Society for Clinical Pathology is a professional society with 140,000 member pathologists and laboratory professionals. Based in Chicago, ASCP provides excellence in education, certification, and advocacy on behalf of patients, pathologists and laboratory professionals. As the primary provider of continuing education for pathologists and other medical laboratory personnel, ASCP enhances the quality of the profession through comprehensive educational programs and materials.

Situation

ASCP wanted to create a more effective enterprise marketing strategy, allowing the organization to handle current marketing campaigns more efficiently and reduce costs. The tactical goals are to increase membership acquisition, boost attendance at the annual meeting and other live events, and satisfy the needs of different member segments with targeted information, products, and services.

It was vital for the Society to develop more sophisticated targeting capabilities to reduce its contact costs. ASCP needed a solution that could be easily integrated with its primary association management system and once implemented, be utilized by the marketing team without reliance on its internal IT resources.

ASCP sought an experienced systems integration partner to analyze, design, develop and successfully implement an enterprise marketing management (EMM) solution to meet its strategic business goals and organizational objectives.

Solution

RiverPoint Group, a business and IT consulting firm with experience applying the most effective tools, techniques and resources for every component of an EMM system, was selected by ASCP to implement the solution for campaign management and predictive analytics for its members. RiverPoint's EMM consulting and evaluation experience supported the identification of business requirements, the assessment of a vendor's capability to meet those business requirements and configuration of the appropriate software to achieve ASCP's organizational marketing objectives.

Leading in the delivery and deployment of Unica® Corporation's Affinium® Suite of software for ASCP, the RiverPoint team provided the project management, campaign management consulting and constructed a number of predictive and statistical response models with ASCP's member data. RiverPoint also provided the technology and infrastructure support for implementing the solution along with the quality assurance methodology and testing resources.

Leveraging industry insight, a deep understanding of ASCP's specific needs and a proven implementation methodology, RiverPoint set out to integrate the EMM software with ASCP's existing association management system, data warehouse, flat files and operational CRM.

RiverPoint's project approach is executed in key phases and was developed from its proprietary project methodology that identifies the tasks, milestones, deliverables and roles ensuring on-time delivery for critical projects. Following is an overview of the key milestones of the implementation project phases:

Business Analysis

The first phase of the project established the business goals and objectives that the EMM solution needed to support while defining the metrics to be tracked to ensure the investment would deliver the forecasted ROI. This included the establishment of the EMM project's implementation scope and consulting project plan, identification of the critical processes of the system and review of ASCP's source system data and the underlying business-data relationships.

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Infrastructure Analysis

The joint project team gathered information on the technical and marketing environment: the data assets, the quantity and complexity of envisioned marketing campaigns and marketing activity and reporting requirements.

Installation

During this phase, RiverPoint installed the Affinium® software application to the ASCP hardware environment, mapped and pointed the EMM software to ASCP's data and set-up the end user access to the EMM software.

Design

The core ASCP users were trained on the Affinium® Campaign and Model software while the RiverPoint team custom configured the Unica software. The joint project team designed the marketing campaigns, planned the different types of data modeling (response, acquisition, and cross-sell) and configured the supporting report environment.

Development

The project team developed actual marketing campaigns and models and executed them in a test environment. Activities included configuring security, setting up offers, strategic segments, derived fields and reusable campaign templates.

Campaign Testing

A production environment was simulated to test the execution of the campaigns from beginning to end with all of the components of ASCP's environment.

Production Planning & Transition

RiverPoint successfully migrated the configured environment to production and executed live campaigns.

Benefits

RiverPoint provided consulting services to meet ASCP's need to deliver high quality technology solutions to enable its business to improve its understanding and relationship with members by providing the right information to the right target audience at the right time.

The EMM software implementation not only provided deeper customer insights, but the proper toolset to execute large-scale personalized campaigns across multiple communication channels, allowing for analysis of performance, fine-tuning and modification of ASCP's marketing mix for maximum return on their marketing investment.

ASCP is transforming its marketing communications based on a new analytical approach to understanding member behavior and the utilization of this insight to formulate and execute a targeted marketing strategy.

Working with RiverPoint, ASCP was able to ensure the successful implementation of its EMM solution based on its unique needs and requirements to create a dynamic, customer-centric marketing program.

Environment

- Unica Affinium® Campaign and Model
- Cognos ReportNet
- TIMSS 6.2
- Oracle 9 and SQL Server
- Windows Server 2003
- WebSphere 6.1



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