

munvo campaignQA

Automated Quality Assurance For IBM Campaign

Quality Assurance (QA) issues and errors are on the rise as digital marketers and marketing operation directors struggle to manage the increased volume and complexity of personalized marketing messages. Incomplete dynamic fields, over communicating and missed deadlines are just a few of the many problems they are facing. To address these QA issues, Munvo has introduced campaignQA, a tool that compliments IBM Campaign and improves the marketing execution process.

- Automates the validation of marketing campaigns and monitors the results with robust alerting and reporting
- Provides contact frequency controls
- Enables a rules-based validation approach for marketing data quality
- Ensures fulfillment vendors interpret list files correctly and that test/control cell sizes match the plan of expected response and lift rates
- Creates an audit trail of compliance of internal privacy policies and emerging regulatory rules, such as GDPR



| campaignQA's Primary Functions:

- Inbound & Outbound Automated QA
- Offer Arbitration
- Post-Deployment Campaign Monitoring
- Marketing Datamart QA
- Privacy Protection & Marketing Regulatory Compliance

Inbound & Outbound Automated QA

campaignQA takes error prone manual work out of verifying list output files that are ready for deployment by automating the entire QA process across all marketing campaigns. It deploys a 3-phased approach for data validation, creating the capability to:

1. Verify the data that is a source to your workflow
2. Verify campaign metadata, user-defined fields, workflow logic and content
3. Verify output files match the campaign design and that data is clean and correct

Offer Arbitration

campaignQA allows marketers to manage contact frequency controls customized at individual, household, or cell/segment levels with no coding required. The easy-to-use interface includes a Rules Wizard with an intuitive expression builder to simplify offer assignment logic creation.

Post-Deployment Campaign Monitoring

campaignQA monitors what happens after marketing content goes live, across channels and campaigns. Marketers quickly catch any issues that were not identified in pre-launch QA and monitor key metrics to make course-corrections for targeting/offer-assignment logic that is not performing as expected.

Marketing Datamart QA

Because of the way campaignQA integrates with campaign management software, it also creates a rules-based validation capability for marketing data marts and ETL. Datasets and rules that are used to QA campaigns can be leveraged to provide QA reporting and data correction capabilities for users' marketing databases. This resolves source data issues that could impact many campaigns.

Privacy Protection & Marketing Regulatory Compliance

campaignQA is a powerful tool to automate and simplify the of new customer privacy regulations, such as the EU's General Data Protection Regulation (GDPR) and Canada's Anti-Spam Law (CASL). campaignQA creates a global dashboard of quality assurance activities and maintains a comprehensive audit trail of past validations. This achieves and documents organizational compliance with GDPR's and CASL's regulations.