

Cloud-based Compas software gives direct marketers the enterprise-level tools they need

Multi-channel retailers spend a lot on marketing. After cost of goods, it is one of the highest areas of expenditure as well as being the main driver of sales. However, unlike other functions which have their own specialist software, marketing departments typically have to make do with a hotch-potch of different tools and spreadsheets for planning, reporting, reforecasting and analysis. Whilst global corporations have the wherewithal to develop bespoke software to draw all of these strands together, this is generally out of the reach of smaller businesses. However, the new cloud-based Compas software from direct marketing specialists Golden Orb has been developed to meet that need. Terry Hogan, Managing Director of Golden Orb observes: “for the cost of less than an FTE, multi-channel retailers now have access to enterprise-level marketing software, without any of the burden of developing and hosting it”.

Plan, analyse, improve

Marketers deserve the best tools to support them in their work. However, this typically implies a wide range of requirements. Operationally, they need to be able to build a marketing plan and from it, derive a sales and financial forecast. Whilst a campaign is running, they need to see how it is performing and adjust the forecast if necessary – changes which then need to be communicated throughout the business. Finally, they need to be continually improving their decision making. Marketers need detailed data and sophisticated analytics to help them understand the market and improve the return they get

on each pound spent. Compas brings all these features, and more, into one, integrated whole.

Compas offers two unique features which are extremely powerful. First, by providing both campaign-based and time-based reporting, it allows individual campaigns to be evaluated, as well as the overall performance of the marketing plan. Second, by seamlessly blending actual YTD numbers with the plan, it provides a continuously updated full-year profit forecast.

Many businesses will also realise substantial savings in both time and money. By simplifying the budget process, and automating report creation and routine analytics, hundreds of hours can be released for more productive use. By providing more detailed and timely forecasts, Compas can help companies reduce stock levels whilst delivering superior customer service. Skilled data analysts who previously spent their time reforecasting campaigns or performing ad-hoc data requests can focus on questions where they really add value.

a campaign requires all these numbers to be recalculated – all done automatically and on the fly by Compas.

However, that is not to say that Compas is just basic maths. Rigorous statistical validation of test results is included. Sophisticated econometric models predict future orders and customer lifetime value.

Is it worth the risk?

Business are risk-averse and don't typically want to change what is working – even when they are aware of its shortcomings. However, that implies that there is no risk with the status quo. In reality, there is significant business risk in having too great a dependency on complex spreadsheets and the few individuals who understand them. Spreadsheets are great for performing ad-hoc analysis, but as an integral part of the business planning process for millions of pounds of expenditure, they are vulnerable to human error and hard to share. It is also easy to lose track of different versions. By contrast, Compas is based on a robust Oracle database, which provides everyone in the organisation with a consistent view of the latest data.



Good for the bottom line

Primarily, Compas is about increasing the effectiveness of marketing spend. When Direct Wines installed a predecessor of Compas, the Group CEO commented: “By helping us to identify profitable and unprofitable activities, it allows us to focus our resources where they can deliver the greatest ROI”.

It's not all rocket science

Much of what Compas does is not rocket science. Provided with the details of a marketing campaign and an order profile, it will generate a full P&L for the campaign and phase it over time, creating a detailed, time-based forecast. This can represent thousands of numbers for just a single activity; moving or cancelling

Tailored to your needs

The way a business plans and measures itself is part of what makes it unique, so Compas needs to be tailored to the requirements of the organisation. This is typically a matter of a few weeks, causing minimal disruption. There is no obligation to continue after the first year, so the up-front risks are strictly limited.

E-mail enquiries@compas-cloud.com or phone 01784 818049 to arrange a no-obligation consultation and demo.