

Direct Commerce Innovator awards 2017: IA018/17 – Golden Orb

Compas: cloud-based Marketing Management System

Executive Summary

A sizeable multi-channel business will unquestioningly employ dedicated tools to help manage their stock, finances, call centre etc. Yet their marketing teams are often expected to make do with spreadsheets to perform their jobs.

Compas is a purpose-built Marketing Management System allowing organisations to plan, monitor and evaluate all their marketing activities in one place. Cloud hosting makes it simple to implement and manage, whilst still enabling tailoring as required to fit existing business models.

Compas supports a structured, consistent approach to marketing. At the planning stage, Compas allows users to enter a high-level marketing plan, from which it derives a daily sales forecast and resulting Profit & Loss account (P&L) at both campaign and company level. Creating a budget is as simple as freezing the plan once signed off.

A nightly data feed from source systems allows Compas to update running campaigns to reflect actual performance, instantly incorporating changes into the overall forecasts for use by all departments.

Organisational learning is also central to Compas. The system automatically calculates a full P&L for all completed campaigns, and helps marketers to understand the performance and ROI of different channels, offers, mailing lists, creative treatments etc.

Compas is of particular value to relationship businesses which undertake many marketing campaigns where the response is short-term and attributable. Compas helps these organisations to operate more efficiently and maximise marketing ROI, providing customer lifetime value forecasts from early in the customer journey – essential for determining the true ROI of acquisition campaigns.

Compared to using a mix of spreadsheets and other systems, Compas saves time, provides better data and reduces business risk. Using a robust database as the underlying platform allows changes to be propagated consistently and instantly around the organisation, permits much greater detail than a spreadsheet and makes interfacing with other systems simpler.

Deployment can easily pay for itself by the team time freed up in planning, reporting and re-forecasting. However, Compas's true value lies in the quality and comprehensive nature of the data it generates – giving businesses the insight to deploy marketing budgets more effectively and make significant savings in inventory.