

## Matrix-Data and Traction™: One platform for any digital marketing strategy.

Are you constantly communicating with financial intermediaries? Do you want to learn about your target audience as you work with them? And are you keen to interact and target the financial sector, using effective, cutting edge digital media channels? Then let Matrix-Data introduce you to **Traction™**.

### What is Traction™?

**Traction™** is a web-based platform that allows you to manage all of your digital campaigns from one place. It provides multiple digital channels, including, but not limited to SMS, Email, the Web and iTV.

**Traction™** can implement any kind of digital marketing campaign by combining its core campaign functionality, including broadcasts, promotions, competitions and surveys. It gathers profiling information with every interaction, helping you to learn more about your customers and facilitating you with the ability to target your campaigns more effectively.

### Traction™ Benefits:

- **Traction™** requires no upfront IT investment and no added technical personnel;
- **Traction™** helps you achieve a host of marketing objectives, including:
  - More targeted messages to relevant customer segments;
  - Improved ROI on marketing campaigns through a combination of lower campaign costs and higher response rates, enabling you to use your marketing budget more effectively;
  - Improved understanding and management of customers and the digital channels through which you communicate with them;
  - Ability to identify changes that will make future campaigns more successful via access to real-time reporting on campaign performance.
- **Traction™** is easy to use, empowering you to quickly and efficiently implement a wide variety of marketing campaigns without technical assistance. Traction also incorporates powerful but user-friendly tools for managing your customer database;
- It provides an audit trail and history of all customer interactions and communications – great for the sales team as well as the compliance department;
- **Traction™** may be offered to the intermediaries themselves when forwarding information from you (as the product provider) to ensure accuracy and presentation of information.

To discuss your digital marketing needs in more detail and to learn more about **Traction™**, please contact our sales team, via email [sales@matrix-data.co.uk](mailto:sales@matrix-data.co.uk) or by telephone on 020 7074 1200.

## HIGHLIGHTS

### CAMPAIGN MANAGEMENT

**Traction™** allows you to easily and efficiently deploy and manage digital marketing campaigns across a variety of channels including email, mobile and web – all through a single platform. **Traction™** can fulfil all your email and mobile marketing requirements, whether you need to broadcast an email or SMS message, or run a complex interactive promotion. **Traction™** can also be integrated with your website to manage your online promotions, competitions and surveys.

### CUSTOMER INSIGHT

**Traction™** records all interactions that customers have with your campaigns, whether it is an email click-through, online or mobile competition entry, or response to an online survey or mobile vote.

By capturing all behavioural data, in addition to demographic and attitudinal data, **Traction™** provides you with a deeper understanding of your customers. As a result, **Traction™** enables you to segment and subsequently target your customers more effectively.