

Instant® Marketing Response



KEY BUSINESS BENEFITS

Instant Marketing Response delivers:

- Proactive data analysis
- Faster customer engagement with Key Performance Indicators (KPIs)
- Reduced friction in payment acceptance
- A single worldwide platform of customer data for global organizations

Unparalleled vision into marketing response worldwide

Marketing metrics play an important role in understanding the effectiveness of marketing campaigns and the metric that many marketers live and die by is response rate - the percentage of potential customers who take the next step in the purchasing process from the entire pool of campaign recipients. Typical response rates run between one and two percent, though marketing materials distributed to in-house mailing lists can generate response rates of five percent or greater. When you know your response rate, you can test and tweak different marketing materials to achieve greater success. With our Instant product, your ability to execute, test, and refine marketing response, while driving greater results, is no longer measured in weeks or even days. Market acceptance is now measured in seconds.

Proactive Data Analysis

There is no doubt that big data, the huge volume of data flowing from an array of sources in a steady, high-speed stream, has the potential to change the way a business can leverage information to find their competitive edge. The challenge is increased with the need for a data scientist, progressive technologies, and most importantly the need for accurate data.

With Instant, the organization has both the data and the Artificial Intelligence advantage. Instant's proprietary analytics platform provides the best customer acquisition and retention success by automating much of the decision-making around the signals generated from all of this data, allowing the marketing organization to focus more on strategy and less on tactical execution.

By utilizing the Instant product, organizations can initiate global programs that are systemically tracked through a single source and obtain performance against KPIs to obtain the knowledge of program or product strengths and achieve traction through strategic insights, all with unmatched timing and accuracy.





Figure 1. Marketing performance KPI report.

Faster customer engagement with KPIs

Competition in marketing is fierce. It is not just quality products but exceptional customer service that helps you win customers for life. InstantVision® is the industry's most robust all-inclusive data management solution that enables organizations to turn data sprawl into business value, analyze data instantaneously, and solve previously unsolvable business problems.

The unique user-friendly InstantVision interface helps build detailed customer profiles, understand customer intent in real-time, and deliver relevant experiences. Powered by Watson®, the platform enables advanced, real-time, comparisons to known KPIs which alert end-users to success' and risks throughout the program's lifecycle. As changes to the program or KPIs occur, tracking continues to monitor the performance, providing advanced analytics and scenarios for the success of the marketing event.

Reduced friction in payment acceptance

With the utilization of InstantPlatform®, Instant transforms legacy, siloed payment systems into marketing data-friendly environments. The platform provides centralized payment acceptance and reduces all of the friction associated with global growth, payment network changes, and compliance. Through InstantPlatform, the type of information collected with each client interaction presents a goldmine of opportunities to obtain demographic rich data for analysis and alerts.

With everchanging payment types and challenging new, feature-rich payment types that are on the forefront, organizations face huge roadblocks attempting to self-implement a solution. InstantPlatform is engineered for payment advancement of currently accepted payments and new payment verticals. It is built for Real-Time, Immediate Payments Support, and advancing technologies like Blockchain and the Internet of Things Commerce.

RELATED SERVICES

The following services support Instant Cash Management Product:

- Product Support Services
- Professional Services

A single platform of customer data for worldwide organizations

“...Poor quality customer information is often rampant in CRM and inhibits rather than enables great customer relationships and business outcomes...”

– Forrester | Fix the Data Problems that Destroy Your Customer Effectiveness.

The costs associated with inaccurate or unrelated information are increasing with each marketing launch. True customer engagement is hard to identify if an organization doesn't have access to the correct information at the start. Siloed information systems exacerbate this issue further.

InstantVision enables organizations to achieve new levels of precision. If an organization manages customer information the same way it did yesterday, it will be difficult to face tomorrow's challenges. Utilizing InstantVision, an organization can leverage more precise data, directly from the source, to drive increased reception and improve results from sales and marketing to customer service. InstantVision's information management solutions make it easier to use customer data across existing enterprise systems as well. With innovative API and EDI connection management, an organization benefits from increased accuracy and a comprehensive view of each customer that allows it to enhance and strengthen customer engagement.



CONTACT US

For more information about Instant's Marketing Response, visit inst.com or call +1.800.503.2505 to speak to a Instant representative.

Integrated Cloud Application & Platform Services

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Instant is Committed to Developing Practices and Products that Help Protect the Environment