Cluster
marketing

Increase Profits through Digital Marketing

What we do

We can help you to increase profits through digital marketing

Cluster Marketing provides automation & analytics software that drives profitability through the optimisation of email and web based marketing campaigns.

We can help you manage and monitor campaigns using your existing tools including CRM, Web and eCommerce platforms. We can help you track which prospects have been looking at your web site and who has transacted from a campaign so you can measure campaign ROI.

Our software is used to increase customer loyalty from an array of marketing channels and if you have a physical location that your prospects also visit we can link online to offline profiles.

How we differ from other web tracking systems

Most other web tracking solutions are anonymous so you get to see the domain that prospects are visiting from but you do not get to find out the actual individual looking at your web site. Our solution can identify the individual prospect that enables you to follow up with a personalised response to increase your conversion rate of prospect to sale.

What do we provide?

We provide a SaaS solution hosted in the cloud with integrations to most CRM and Mass Emailing Marketing (MEM) systems.

How it works

Cluster Marketing places a token (a line of code) on various pages on your web site that tracks usage by your prospects at every stage of the buying cycle.

Cluster Marketing synchronises data from your CRM system to our database and runs reports and filters as necessary.

You will promote an email and/or WiFi marketing campaign and we will report anonymous, registration and purchase activity so you can measure the effectiveness of your campaigns.

Cluster Marketing synchronises the data from our database to your CRM system so you know who has registered or purchased. We will continue to track prospect activity and store anonymous activity until that user reveals their identity by registering on your web site for an account, newsletter or campaign.

Features

Maximise Web Sales

Drive profitability by monetizing your prospect data and discover who is looking at your web site and transacting with you.

Optimise Digital Marketing Campaigns

Manage and monitor campaigns in real time and capture usage, conversion and profile information to optimise campaign rules.

Measure Campaign Effectiveness

Analyse digital communication web site behaviour to compare the effectiveness of different approached to gain insight into loyalty patterns.

Single View of Data

Synchronise data between your various IT systems and Cluster Marketing to give you a single view of prospects, customer profile and campaign effectiveness.

Increase Customer Loyalty

Enrich customer experience with personalised campaigns by capturing web analytics to update online profiles and push preference based offers in real time.

Leverage offline and online Profiles

If you have a physical location you can use WiFi to capture usage and combine this with existing data to extend prospect and customer profiles.

Dashboard

You can see graphical reports to track your prospects and optimize campaigns. These reports include:

- Domain name - see where prospects are coming from
- IP address - identify IP addresses and group prospect locations
- CRM User - track web usage for known prospects in your CRM database
- Cookies - track web usage for unknown prospects and store their history for future analysis once they become known
- Locations - use our WiFi login feature to identify prospects physically in your location and map their offline profile to their online web profile
- Demographics - capture and analyse of demographic information about your prospects

Example Profiling

Discover who is online in real time and capture the following analytics if discoverable:

- Gender
- Age/Age range
- Preferences
- Email address
- Frequency of return visits
- Duration online
- Signup date
- Signup method and more

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