

Adora: Multi-Channel Marketing Platform



Relevance is key to marketing today. It's key to achieving a high return on marketing ROI and driving sales revenue and customer retention.

Increase the relevance of your messaging by getting to know consumers and engaging with them across emerging channels in an interactive, measurable, one-on-one dialogue with Adora, multi-channel marketing platform.

Adora, Global Vision's multi-channel marketing platform, is used by companies such [BP](#), [Billabong](#), [brandhouse](#), [Diageo](#), [Dion](#), [Foschini](#), [Game](#), [Nestle](#), [Nokia](#), [Old Mutual](#), [Protea Hotels](#), and [Levi Strauss & Co.](#) to

- Drive Brand Engagement and customer acquisition
- Conduct Market and Consumer Research
- Increase Customer Retention and Brand Loyalty
- Identify cross-sell and up-sell opportunities
- Manage and track the effectiveness of cross-sell and up-sell campaigns across all touch points

Adora's Key Components

Multi-Channel Campaign Management

Achieve a single, 360° view of all interactions and communication across all touch-points, including:

- Mobile / SMS
- Social Media
- Email
- Direct Mail
- Call Centre

Online Surveying

Send quick online surveys to your consumer database for:

- Database enrichment
- Consumer insights
- Product Feedback
- Service Feedback

Advanced Analytics

View information rich dashboards

- Campaign Results
- Consumer Demographics
- Brand Loyalty Levels
- Likelihood to Respond
- Up-sell / Cross-sell opportunities

Adora Key Benefits

Adora's multi-channel campaign management capabilities, survey features and analytics work together to help marketers improve customer retention rates and boost revenue by:



Growing Share of Customer

- Achieve a single view of customer
- Identify cross-sell and up-sell opportunities
- Increase the number of campaigns while ensuring customers receive only relevant marketing messages
- Improve the effectiveness of campaigns by leveraging customer insights

Measuring and Building Brand Loyalty

- Increase brand engagement across multiple channels, including Web, Social Media, Mobile and Call Centre
- Increase the number of campaigns while ensuring customers receive only relevant marketing messages
- Increase relevance and personalization of marketing messages

Increasing Marketing Effectiveness & ROI

- Learn from every communication
- Enrich customer profiles
- Improve customer segmentation
- Increase response rates

Contact us for a demo and to learn more how Adora can help you identify, engage and retain your most loyal and valuable customers.

Call 0861 GLOVIZ (456849) or visit: www.gloviz.com/adora

"Adora provides analysed market information relating to brand campaigns." **Business Day**

"This is the beginning of our path to establishing a loyalty programme for our consumers." **Billabong**

"Global Vision expects to wedge open doors at US digital agencies that are interested in the kind of measurable solutions for mobile and online campaigns that his company has developed."

Financial Times, UK

"We are now able to speak to our customers in a way that is relevant and meaningful to them...."

Levi Strauss & Co.