

Title (en)
SYSTEM AND METHOD FOR AUTOMATED LEAD GENERATION AND CLIENT CONTACT MANAGEMENT FOR A SALES AND MARKETING PLATFORM

Title (de)
SYSTEM UND VERFAHREN ZUM AUTOMATISCHEN HERSTELLEN VON ANSATZPUNKTEN UND ZUM VERWALTEN VON KUNDENKONTAKTEN FÜR EINE VERKAUFS- UND MARKETINGPLATTFORM

Title (fr)
SYSTEME ET PROCEDE POUR ETABLISSEMENT AUTOMATIQUE D'INDICES ET GESTION AUTOMATIQUE DES CONTACTS CLIENT DANS UNE PLATE-FORME DE VENTE ET DE MARKETING

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EP 0979478 A1 20000216 (EN)

Application
EP 98915291 A 19980403

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Abstract (en)
[origin: WO9849641A1] A system and corresponding method provides complete functionality for creating and implementing marketing campaigns. The system formulates criteria for targeting clients based on marketing strategies, identifies and extracts targeted clients from a data warehouse, automatically generates leads/clients and tracks contact with such clients. The system is embodied in a contact service infrastructure (CONI). CONI provides contact management, marketing campaign management, and lead generation for an overall information systems architecture for strategic marketing. CONI enables many of the strategic targeted marketing functions of the overall information system architecture by generating leads or lead records needed to implement a marketing campaign, and tracking the activity conducted based on those leads.

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