

Marketing Campaign Optimization with OptimCampaign

The Challenge

Companies from various industries need to figure out the best way to use their limited marketing resources to market their products to their highest-value customers and prospects. However, marketing campaign planning can be tricky. How to best allocate a marketing budget across multiple campaigns? What is the best way to communicate with customer segments? What is the optimal marketing strategy that will maximize long-term sales? Only an efficient marketing campaign optimization tool can instantly answer these tough questions.

The Solution

✓ Configurable UIs



✓ Decision intelligence

OptimCampaign

✓ Large-scale marketing decision-making

OptimCampaign is the #1 choice for organizations seeking to derive greater value from their marketing campaigns. OptimCampaign enables organizations to maximize their profit, ROI, or any other objective while satisfying their critical business constraints. This tool leverages best-in-class Decision Optimization and Machine Learning technologies to provide optimal marketing strategies for organizations in minutes.

Business Benefits



Efficient marketing resource utilization



Higher response rates and ROI



Improved customer acquisition, retention, & lifetime value



Better alignment of campaigns with business rules and objectives



Reduced costs



Increased sales & revenue growth





Consulting & Advisory

We specialize in decision optimization, data strategy & governance, financial planning, digital transformation, and data science readiness.



Software & Hardware

We provide all your software and hardware needs with the best rates to ensure proper and effective use of software licenses in your organization.



Support Services

We provide up-to-date certified consultants to ensure that you always have someone to call about products, use cases, and best practices.



Training & Education

We offer training workshops and certifications developed by subject-matter experts to help you increase your skills and competence.

Who We Are

Cresco International is a trusted partner that provides consulting services that leverage data science, machine learning, and decision optimization techniques based on the idea that all solutions should focus on return on investment, profit margins improvements, and new revenue opportunities.

To learn more reach out to us at:



www.crescointl.com



info@crescointl.com