

Marketing Campaign Optimization with OptimCampaign

Decision intelligence for smarter, constraint-aware marketing allocation

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 should a marketing budget be allocated across multiple campaigns? What is the best way to communicate with customer segments? What marketing strategy will maximize long-term sales? An efficient campaign optimization tool can answer these questions quickly.

The Solution

OptimCampaign is the #1 choice for organizations seeking to derive greater value from their marketing campaigns. It enables organizations to maximize profit, ROI, or another objective while satisfying critical business constraints.

The tool leverages best-in-class Decision Optimization and Machine Learning technologies to provide optimal marketing strategies in minutes.

Business Benefits

- Better utilization of marketing resources
- Higher campaign response rates and ROI
- Lower costs
- Increased sales and revenue
- Stronger alignment between campaigns and business objectives



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 margin improvements, and new revenue opportunities.



How We Help

Consulting & Advisory

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

Software & Hardware

We provide software and hardware needs at competitive rates to support proper and effective use of software licenses in your organization.

Support Services

We provide up-to-date certified consultants so 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 increase your skills and competence.

Core Expertise

- Decision Optimization
- Analytics & Reporting
- Machine Learning
- Financial Planning
- Cloud & Infrastructure
- Transformation & Automation



Centered on Data Strategy & Governance