



COSMO CONSULT
Business-Software for People



Business
software
for people

cc | crm media and publishing

MARKETING AUTOMATION

TREND DETECTION

MARKET CULTIVATION

MICROSOFT DYNAMICS 365 FOR SALES

SERVICE FOR ADVERTISERS

SUBSCRIPTION MANAGEMENT

Microsoft
Partner



Gold Enterprise Resource Planning
Gold Cloud Customer Relationship Management
Gold Collaboration and Content
Gold Data Analytics
Gold Cloud Platform

cc|crm media and publishing

Industry solution for servicing advertisers and subscribers

The dynamics in the media and publishing environment, not least accelerated due to digitisation, require a high degree of flexibility of the companies in their market cultivation. Print media in particular have to adapt their organisation in sales and the associated advertisement business to the new market circumstances. Today, the integration of the online business in offer and sales of different publishing products has become a firm component when marketing content and subscriptions. The COSMO CONSULT cc|crm media and publishing industry solution for Microsoft Dynamics 365 makes a significant contribution to successfully overcoming the challenges in the media and publishing sector also in the future.

CHALLENGES

Comprehensive service for advertisers

How high is a customer's turnover, which topics are important to them and how often do they advertise – keeping track of advertisers is worth its weight in gold. This is the only way to win advertisers for the medium to cooperate again.

Gaining subscribers and never losing them again

When you lose a customer, winning them back is difficult and expensive. This is why the timely preparation of a new offer is essential. Also, differentiating “real” customers from trial subscribers is often easier said than done.

Utilising all channels

Online offers and traditional print media must not exclude each other, publishing houses must find reasonable additions and exploit synergies. This is the only way to meet the reader in an ideal way. Merging the offers is part of the digitalisation process.

Analysis and detection of trends

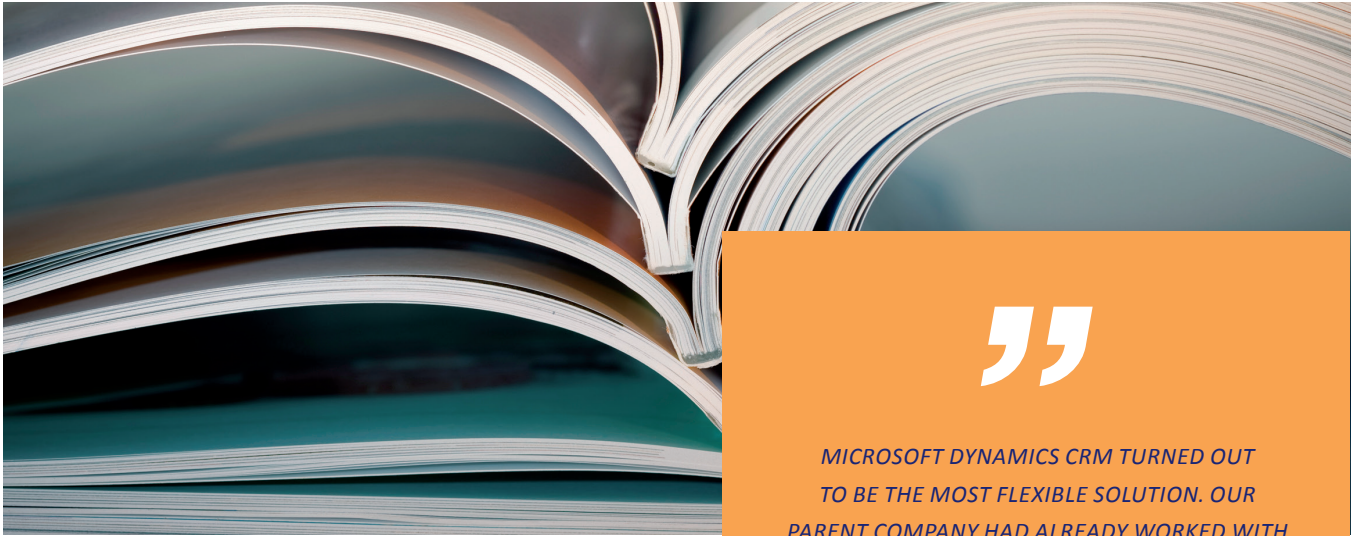
Analysing and interpreting existing data in a company is a challenge. However, you must face this challenge since today's knowledge forms the basis for business models, trends and new products in the future.

SOLUTION

cc|crm media and publishing is based on Microsoft Dynamics 365 for Sales. In addition to the standard CRM processes, the solution supports the following areas:

- ▶ service for advertisers and subscribers – from the offer to preparation and possible service requests
- ▶ management and up-to-date overview of all business partners
- ▶ mobile media consulting thanks to offline capability and mobile CRM
- ▶ sales control and mapping of the sales process
- ▶ targeted marketing activities from one system
- ▶ reporting and analysis of all marketing and sales activities
- ▶ market analysis and observation also using social listening
- ▶ event management





BENEFITS

Targeted advertiser and subscriber management

The CRM solution allows companies to keep track of both advertisers and subscribers at any time. Let your customers know that you are thinking of them in exactly the right moment. Subscriptions are renewed in time and customers are maintained. Advertisements are booked and advertised in due time.

Market observation and analyses

The management can access integrated analysis functions allowing quick ad-hoc analyses and clear representation of current figures. From this, trends and new products are derived for the market. Market observation is facilitated significantly: Special analysis functions show how often a customer has advertised with the competition.

Mobility of media consultants

The CRM solution has been optimised for mobile devices such as smartphones and tablets. Sales control, contact management and the sales process at the customer's are mapped directly in the mobile app.

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MICROSOFT DYNAMICS CRM TURNED OUT TO BE THE MOST FLEXIBLE SOLUTION. OUR PARENT COMPANY HAD ALREADY WORKED WITH COSMO CONSULT VERY SUCCESSFULLY, SO IT WAS ONLY NATURAL THAT WE CHOSE THIS PARTNER AS WELL.

ADDITIONALLY, COSMO CONSULT'S EXPERTS SHOWED US A WAY OF CUSTOMISING TO COMPLETELY TAILOR

OUR SPECIAL DESIRES SUCH AS EVENT MANAGEMENT TO OUR REQUIREMENTS.

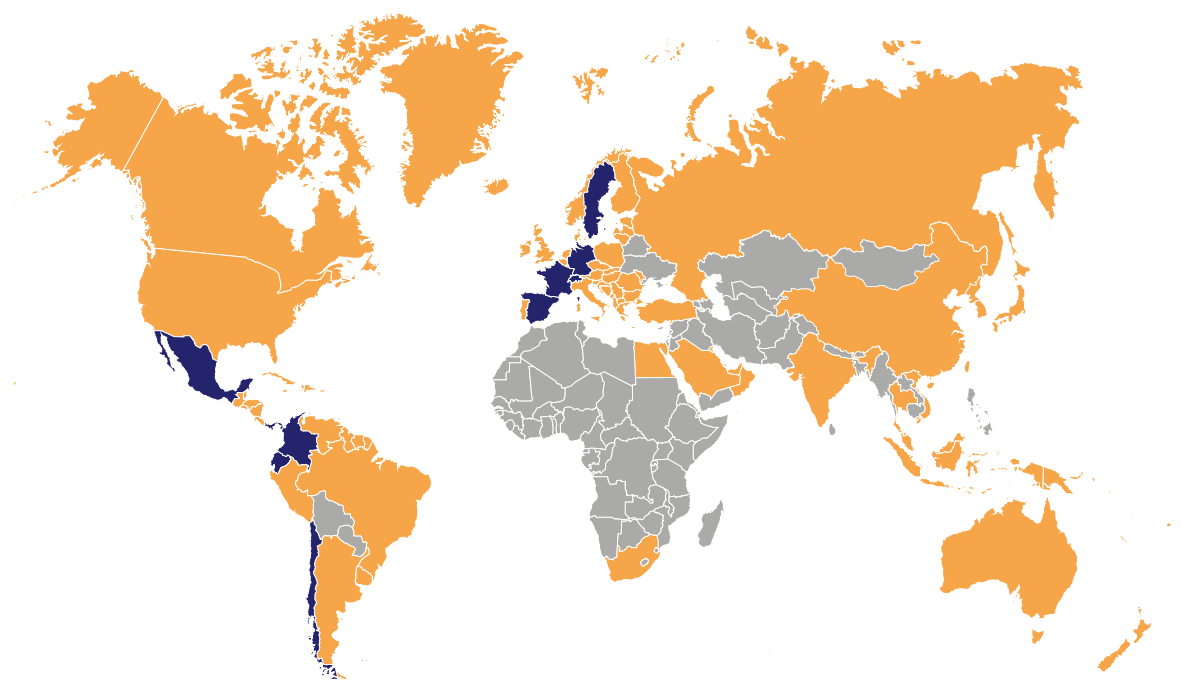
JÖRG STREB

Marketing and Communication Area Manager
Management Forum der Verlagsgruppe Handelsblatt

Multi-channel marketing

On the one hand, the harmonisation of all contact channels facilitates personal contact with the company for advertisers and subscribers and, on the other hand, the all-round perspective of the customer allows personally contacting the customer beyond an integrated marketing campaign.





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