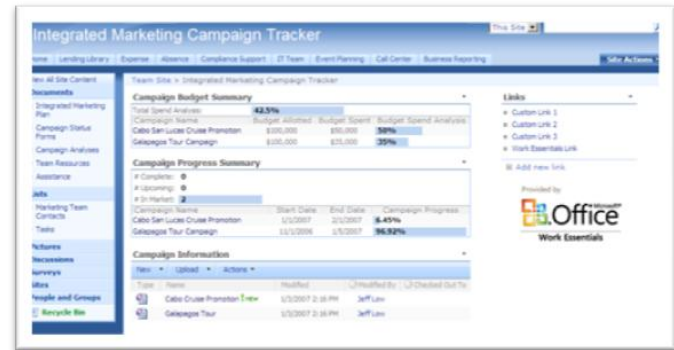


Application Template: Integrated Marketing Campaign Tracking

Description of Template

The Integrated Marketing Campaign Tracking application template for Microsoft® Windows® SharePoint® Services 3.0 helps marketing teams track the effectiveness of multiple marketing campaigns and activities. The main dashboard lists complete, upcoming and in market campaigns, including start / end dates and budget analysis.

The template provides libraries to share integrated marketing plans, team resources marketing team contacts and tasks that need to be completed. It also contains an integrated marketing campaign data analysis template, built in Microsoft Office Excel® 2007. This template is designed to help marketers analyze the effectiveness of marketing campaigns for a single product. Using the Office Excel 2007 template as a starting point, users can customize it to suit the data and expectations of the expected output of the campaign activities.



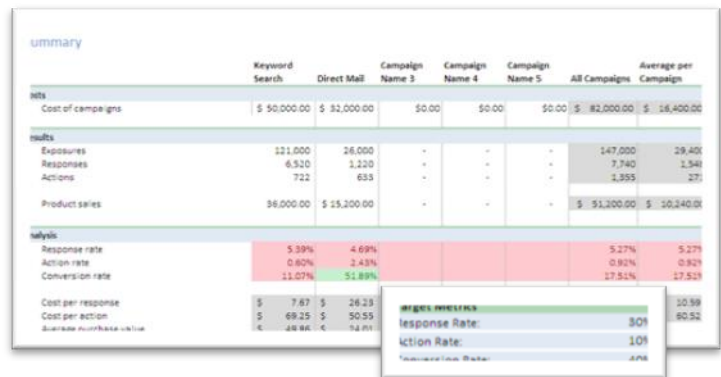
Sample Activities Performed in this Application Template

The following examples show the various ways Microsoft anticipates this template will be utilized in a typical organization. If you wish to add additional features, please ask your IT provider to research Microsoft Office SharePoint Designer 2007.

Jeff Low, a Marketing Manager at Margie's Travels, is responsible for implementing and tracking integrated marketing campaigns to promote the company's trips. This winter, he has decided to promote two trips: one to the Galapagos Islands and the other on a cruise near Cabo San Lucas. Jeff opens his company's Integrated Marketing Campaign Tracking site to enter information on each promotion. He knows the Cabo San Lucas campaign has a \$100,000 budget, so he enters that into the Microsoft Office InfoPath® 2007 template along with the campaign's estimated start and end dates. Jeff also selects that campaign's object and primary campaign vehicle category – Advertising.

He then proceeds to enter information on the three campaign activities he will drive: direct mail to certified divers and direct mail to recently engaged couples. He enters the cost of each activity, number of expected 'exposures' and descriptions of the activities. Jeff performs the same tasks for the Galapagos campaign and

then saves the Office InfoPath 2007 document to the Integrated Marketing Campaign Tracking website. He checks the main dashboard to make sure the campaigns are listed along with the budget and progress information he entered.



Summary	Keyword Search	Direct Mail	Campaign Name 3	Campaign Name 4	Campaign Name 5	All Campaigns	Average per Campaign
Cost							
Cost of campaigns	\$ 50,000.00	\$ 32,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 82,000.00	\$ 16,400.00
Results							
Exposures	121,000	26,000	-	-	-	147,000	29,400
Responses	6,510	1,220	-	-	-	7,730	1,546
Actions	722	655	-	-	-	1,377	275
Product sales	\$ 36,000.00	\$ 15,200.00	-	-	-	\$ 51,200.00	\$ 10,240.00
Analysis							
Response rate	5.39%	4.69%				5.27%	5.27%
Action rate	0.60%	2.43%				0.92%	0.92%
Conversion rate	11.07%	51.89%				17.54%	17.52%
Cost per response	\$ 7.67	\$ 26.23				\$ 10.59	\$ 10.52
Cost per action	\$ 69.25	\$ 50.55				\$ 73.33	\$ 73.33
Shareable Action Rate (SAR)	4.48%	4.14%				4.31%	4.31%

Three months later, Jeff has successfully completed the Galapagos and Cabo San Lucas marketing campaigns. His company has received many leads and sales from the two campaigns, and Jeff wants to make sure he tracks the success of each one within the application template. He re-opens the Office InfoPath 2007 document and enters the number of leads, referrals and sales each campaign generated. The document automatically calculates performance metrics such as campaign response rates, cost per response, average value of each action and conversion rates. Jeff saves the Office InfoPath document and opens the Office Excel 2007 campaign analysis template provided. He enters in the performance metrics of each campaign and saves the Office Excel 2007 spreadsheet back to the application template site so others can analyze the success of his campaign.

About Microsoft Windows SharePoint Services 3.0

Microsoft Windows SharePoint Services 3.0 is technology in Windows Server® that offers an integrated portfolio of collaboration and communication services designed to connect people, information, processes and systems both within and beyond the organizational firewall. Now available at no additional charge, the technology provides a platform for developing Web-based business applications. Application Templates provide out-of-the-box scenarios to address the needs of specific business processes.

More Information

For more information on the technologies described in this article, please visit:

Microsoft Windows SharePoint Services 3.0:
<http://www.microsoft.com/sharepoint>

Application Templates for Windows SharePoint Services:
<http://www.microsoft.com/sharepointapps>

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