




multi channel PILOT

 >mcPILOT<

 IMPLEMENTATION

 YOUR BENEFITS

 OUR EXPERTISE

 GET STARTED

→ **MORE POWER**
in marketing and
communication

→ **MORE SUCCESS**
for your company



More multi-channel-efficiency with the >mcPILOT<

- optimize matching of communication channels and contents tailor-made to Your targets
- use an applicable management to select and combine channels
- connect and interlink targets' channel preferences and patterns in communication to measurable success





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TARGETS' BIASES
making the difference



The Multi-Channel-Management Tool

It is all about your leads and targets

- ComTypes® describe psychological behavior that governs communication
 - classified by variables that are crucial to screen individual customers
 - distinguished by channel preferences and biases concerning contents

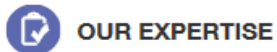
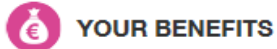
Get more than optimized media strategies

- Have tailor-made strategies that align channel, contents and Your budget

Controlling secures success

- Real Reach, Impact, Brand Value and ROI





→ OPTIMIZED OPERATIONS
and goal-oriented

→ INCREASE MARKET
PERFORMANCE BY
INTEGRATION
and tuning



Analyse - Implement – Act !!!

The >mcPILOT< is to evaluate and to match customized

- Targets` preferences in communication
- Messages
- Specifics faced in Your business area and enterprise
- Channels you actually use and potentials that could be used in future

The >mcPILOT< distinctively delivers

- Ready-to-implement recommendations for Your communication based on findings of our well-proven Channelyzer®
- Assistance whilst implementing measures
- Controlling communications performance periodically base on ComScore®

> mcPILOT < hands on





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→ MORE EFFECTIVENESS

→ MORE EFFICACY

→ MORE PROFIT



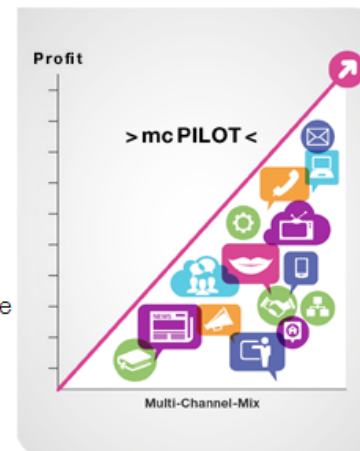
>mcPILOT< Benefits and turn to accounts

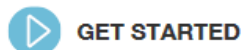
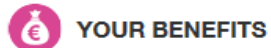
On level of strategy

- Know Your Customers' pattern in communication behavior and information seeking
- Targeted approaching to customer whilst channels get more and messages get split
- Secure a positioning of Your Product and Brand that is unique in the multi-optional communication-landscapes

On level of operations

- Effective allocation of budget - increased cost efficacy
- Optimized communication management in sales, marketing, and product development as well
- More customer loyalty and customer value





20 Years of Experience in Research and Consultancy ...

Health care

- Sales, RX, OTC, NEM, balanced nutritional regimen – ranging from national and international Top-10 Enterprises to startups

Finance

- Banking, Insurance Companies, Fonds, Service Provider – national – and international

Food & Beverage

- Top 10 as well as middle and smaller sized companies – national and international

Powerful Partners

- EUMARA AG, international Market Research and Consulting, Saarbrücken and Muenster, Germany
- Marian Communications Research GmbH, Frankfurt/Rhine-Main





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→ INNOVATION DELIVERED BY THE INVENTORS OF THE CHANNELYZER®

Real Multi-Channeling that goes further than adding some digital measures

→ A METHODOLOGICAL APPROACH MADE IN GERMANY

- Unique, proven reliable – long applied in marketing practice



Call to Action – The Sooner the Better

If you like ...

... to increase efficacy

... to provide e-channels' effective integration

... to match sales force capacity in changing communication landscapes



Ask for the >mcPILOT< whitepaper!

[captains\[at\]mc-pilot.com](mailto:captains[at]mc-pilot.com)

Or even more effective:

Call immediatly!

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DER mc PILOT



DIE UMSETZUNG



IHRE VORTEILE



UNSERE EXPERTISE



GET STARTED

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