



MARKETING & LOYALTY

PARKINGHQ® MARKETING & CUSTOMER LOYALTY

Target Campaigns for Happy Loyal Customers

In former times, selling most of your parking products only happened by anonymous drive-up customers pulling a ticket. Today, your Marketing Manager can utilize campaigns to offer incentives for online and mobile engagement to get to know and nurture your customers. Furthermore, you can pro-actively select target groups and tailor communication campaigns for well-defined marketing purposes. Thanks to iLogs and ParkingHQ, its new Marketing Module allows building a comprehensive customer profile database with flexible marketing attributes and parking usage patterns. With ParkingHQ® Marketing, you can define specific target group campaigns, be it to offer discounts at shopping malls, reward loyal customers or run a voucher campaign in the newspapers. And sure, ParkingHQ® Marketing seamlessly integrates with external Marketing and CRM tools. Start building your marketing program today and increase parking revenues!



MAIN FEATURES



Seamlessly integrated in ParkingHQ[®] eCommerce suite



Provide incentives or rewards to targeted customer groups



Central administration and configuration via ParkingHQ[®] admin portal



Define marketing campaign, type and duration



Configuration of dynamic marketing profiles and attributes



Define personalized or anonymous QR code vouchers



Create a target customer selection by logically combining attribute-value pairs and parking usage patterns



Define email and print communication templates



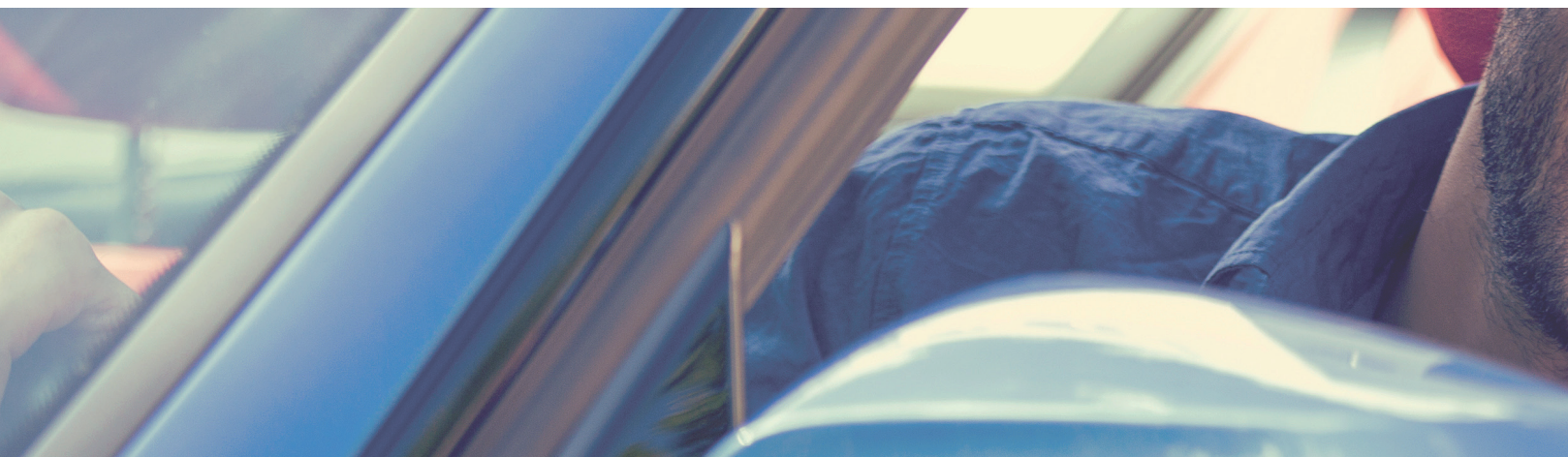
Import/export of customer profiles from external Marketing/CRM/Loyalty applications



Automatically integrate QR (voucher) code to email or print campaign



Campaign execution via mail server (email campaign), file generation (Word, PDF) for print





BENEFITS



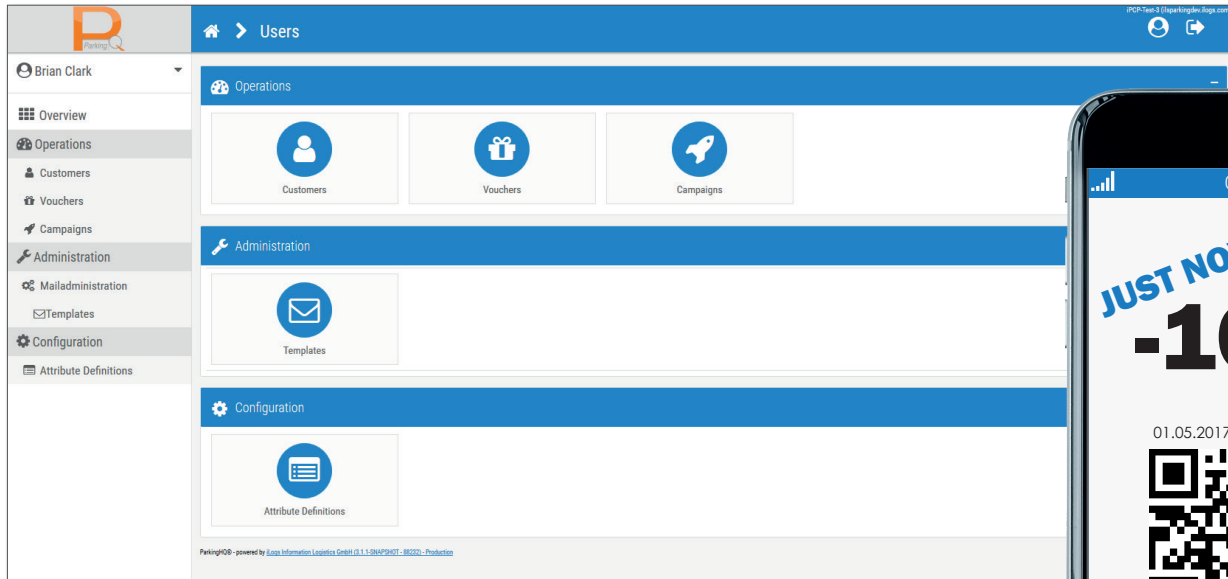
Define Template



Define Customer Selection



Execute Campaign



- ☒ Configuration of dynamic marketing profiles and attributes
- ☒ Definition of QR code voucher personalized or anonymous, duration of validity, max. number of usages, tariff, discount (currently Designa Abacus only)
- ☒ Campaign execution via mail server (email campaign), file generation (Word, PDF) for print
- ☒ Distribute use integrated ParkingHQ[®] database to enrich customer profiles with flexible marketing attributes and parking usage patterns output easily via email

SYSTEM REQUIREMENTS



ParkingHQ[®] Backoffice





REFERENCES



Köln Bonn Airport

Flughafen Köln/Bonn GmbH
www.koeln-bonn-airport.de



Flughafen Bremen GmbH
www.airport-bremen.de



Saemes
www.saemes.fr



Würzburger Versorgungs- und Verkehrs GmbH
www.wvv.de



GOLDBECK Parking Services GmbH
www.goldbeck-parking.de



La Crosse Regional Airport
www.lseairport.com

TRY IT NOW!



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