

Master Your Marketing. Maximize Your Investment.



A modular web-based software solution, My Market Master lets you create, deliver and track integrated marketing campaigns franchise-wide from a single, user-friendly dashboard.

Manage Your Data. Command Your ROI.

Your marketing cannot be targeted without a clean, well-managed database. My Market Master (MM) lets you upload contacts from every level of your organization, individual franchise to corporate. It synthesizes these data into a centralized database, which you can use to develop targeted campaigns that deliver measurable results.



Seamless Data Integration

MM has the capability to automatically import, format, clean and integrate your data as it's collected from your customers on an ongoing basis.



Strategic Decision-Making

With MM, your data becomes a strategic tool for planning campaigns. Easily segment customers, analyze behavior, track results and more with ROI-focused reporting.



Create. Communicate. Connect.



Creating and deploying digital and print campaigns in-house has never been easier. My Market Master includes an array of design templates, which users can customize with permission-based editing tools designed to protect brand integrity across your organization.

Digital

Create and deploy web pages, email blasts and text messages to let your customers know about promotions and events, and get their feedback - immediately and cost-effectively.

Print

Reach out to targeted groups of customers in your database with branded direct mail pieces, personalized with variable data, using a one-click print, deliver and fulfillment system.

Your ROI In Focus. Under Your Command.

When you launch marketing campaigns with My Market Master, whether print, digital or integrated, you have high-precision tools for targeting your best customers, tracking campaign effectiveness, and planning intelligently to ensure that your marketing investments pay off.

Fine-Tuning to Customer Preferences An Example of How Data Drives Decisions

- Campaign Tracking**
Marketing campaigns are launched with email and direct mail components using coupon codes and landing pages to track customer behavior.
- Customer Response Data**
Group A responds to email marketing 70% of the time, but never to direct mail. Group B responds to direct mail 70% of the time, but never to email.
- Strategic Decision**
Rather than sending both tactics to all of your customers and hoping for a return on your investment, you send only email to Group A, and only direct mail to Group B – thereby saving money, and connecting with your customers more effectively.

My Market Master gives you strategic business intelligence, and the tools to use it to your advantage.

After all, your bottom line is on the line.

