

CAMPAIGN MANAGEMENT

Turning campaign management into a relevant, timely, and measurable revenue engine

Gartner

Etiya has been recognized in the **2025 Gartner® Magic Quadrant™ and Critical Capabilities Report** for AI in CSP Customer and Business Operations.

[Learn More](#)

END-TO-END CAMPAIGN MANAGEMENT FOR DIGITAL FIRST BUSINESSES

Successful campaigns are built on relevance and timing. Unlike legacy systems that limit personalization, Etiya Campaign Management bridges the gap between insight and action delivering AI-supported optimization for personalised campaigns across the entire customer lifecycle.



AI AT THE CORE. BUILT TO ADAPT.

Etiya Campaign Management uses AI to help marketers keep pace with fast-changing customer preferences. It supports AI-driven campaigns that act on real data, not assumptions.

Marketers can forecast KPIs before launch, get recommendations for the best audiences, offers, and channels, and generate content with an AI-powered assistant. This reduces manual work, improves ROI, and enables high-impact personalisation at scale.

DESIGNED FOR MARKETERS. BUILT FOR RESULTS.

Etiya Campaign Management is created to design, execute, manage, and measure customer-driven campaigns across all marketing channels.

With AI-supported optimisation, powerful targeting, and end-to-end orchestration, marketers can launch personalised, high-return campaigns in a very short time. Advanced tracking and reporting tools make performance visible, so every campaign can be measured, improved, and scaled with confidence.



MEASURABLE GROWTH THROUGH AI-DRIVEN CAMPAIGNS

CONVERSION GROWTH

15–25% Increase in Conversion Rate

Triggering engagement at peak intent to maximise sales impact. AI-driven behavioural triggers, real-time event processing, and survey-led personalisation.

PERSONALISED EXPERIENCES

25–40% More Relevant Interactions

Delivering content aligned with language, usage, and behaviour. Real-time persona updates and dynamic personalisation across banners, CTAs, SMS, and email.

CHURN REDUCTION

10–20% Reduction in Churn

Identifying cancellation signals early to retain at-risk customers. Churn risk detection, event-triggered save journeys, and automated win-back offers.

ENGAGEMENT LIFT

20–30% Increase in Engagement Rates

Driving higher opens, clicks, and responses without increasing campaign volume. Send-time optimisation and automated A/B testing with auto-winner selection.

SEGMENTATION SPEED

80–90% Faster Audience Creation

Launching targeted campaigns in minutes, not days. Real-time event segmentation, multi-DataMart joins, and no-code audience building.

OPTIMISATION QUALITY

40–60% Improvement in Campaign Performance

Improving ROI by selecting the right channel, segment, and offer before spend. Forecasted KPI simulation and AI-powered strategy recommendations.

HOW ETIYA CAMPAIGN MANAGEMENT WORKS? FROM DATA TO CAMPAIGN EXECUTION



The system separates **data access** from **data ownership**: it integrates with your cloud data warehouse, lakehouse, or existing CDP through open APIs and reverse ETL patterns — accessing customer data where it already resides, without duplicating it into a proprietary store. A real-time event layer ingests behavioral, network, and transactional signals from your source systems through standard streaming protocols (Kafka, webhooks, REST), enabling sub-second decisioning and trigger-based engagement.

On the activation side, Campaign Management orchestrates over 20 digital and traditional channels — SMS, push, email, in-app, web, voice, IVR, social, and offline — through native connectors and open APIs.



SEGMENTATION

- Define and manage rich attribute sets to build precise target audiences
- Launch campaigns within minutes with no technical setup
- Target audiences in seconds using real-time queries
- Use 300+ variables to drive deep personalisation
- Apply 20+ predictive analytics scores for smarter targeting



CAMPAIGN CONFIGURATION

- Configure different campaign types and manage their full lifecycle
- Define offer relationships and links between campaigns
- Set campaign priorities and sequencing rules
- Attach offers and promotions as per channels and campaign goals
- Monitor budget, cost, and expenses



CAMPAIGN EXECUTION

- Build execution plans based on activity types and schedules
- Support instant and scheduled campaign delivery
- Run campaigns across all marketing channels
- Integrate easily with email providers and SMS gateways



CAMPAIGN OPTIMISATION

- Optimise campaigns across the full lifecycle to increase response rates
- Control targeting frequency and execution rules per customer
- Optimise channels and audiences for higher impact
- Balance budget to maximise revenue outcomes
- Prevent campaign overlap and conflicts



PERFORMANCE TRACKING

- Track delivery status, sales results, and campaign KPIs
- Monitor goals, budget, and cost per campaign
- Analyse long-term marketing trends
- Measure revenue, ARPU, and cost impact
- Provide dashboards and reports for decision-makers



AI-POWERED PERSONALISATION

- Generate dynamic, channel-specific content based on customer attributes
- Use AI-driven send-time optimization to maximize engagement
- Automate content creation with built-in AI assistance
- Personalisation using Digital Twin community profiles - targeting based on shared behaviour patterns and predictive community signals
- Goal-driven AI agents autonomously optimize campaigns across acquisition, retention, and upsell—continuously learning and improving results

THE TECHNICAL CORE STANDARDS-BASED. AGILE. AI-POWERED.

Etiya Campaign Management is built for seamless integration and scalable performance, ensuring marketing operations remain fast, intelligent, and future-ready.



Seamless Integration

Built on TM Forum-aligned standards and Open APIs for smooth integration with BSS, CRM, AI engines, and external delivery channels.



Agile Microservices

Modular microservices architecture enables independent deployment, rapid updates, and flexible scaling. As business needs evolve, new capabilities can be added or updated independently, without service disruption.



AI-Embedded Intelligence

Native integration with Etiya AI enables KPI forecasting, intelligent targeting, send-time optimisation, and automated campaign creation.



Cloud-Native Performance

Kubernetes-based deployment ensures high availability, load balancing, and elastic scalability. Can be deployed in the cloud or on-premises, or in a hybrid model, respecting your data residency, sovereignty, and compliance requirements.



READY TO MAXIMISE CONVERSION WITH AI-DRIVEN CAMPAIGNS?

[Book a Demo](#)

ABOUT ETIYA

Etiya is a leading software company providing customer experience-focused, AI-driven Digital Transformation with its award-winning product portfolio, and also disruptive BSS solutions for Digital Brands from launch to evolution.

Etiya aims to be a trusted long-term partner for service providers, offering strategic enablers and industry-standard, sustainable software solutions.

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