

MEHRKANAL Marketing Management System

The MEHRKANAL Marketing Management System (MMS) enables the central planning of marketing, the automation and evaluation of large parts of the control, and at the same time the CD-compliant adaptation to the regional market. The core functionalities include quick and easy individualisation, placement and booking of online and offline advertising materials. This makes regional marketing efficient and sustainable. The MMS is modular, expandable and intuitive to use. An extensive role and rights system assigns defined contents and authorizations in the MEHRKANAL MMS to different user groups. The system can be adapted to several languages and can be used internationally. MEHRKANAL offers its customers comprehensive services, from consulting and conception to implementation and further maintenance. The optimal support of all participants along the entire process chain increases the advertising effectiveness of the marketing measures. Please feel free to contact us.

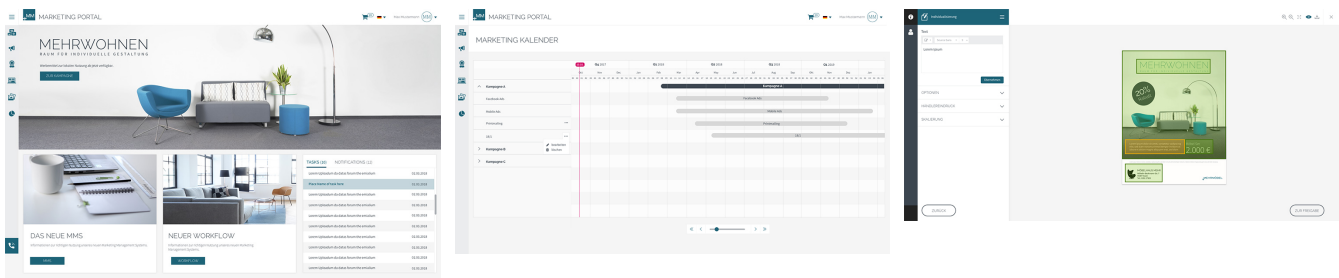
Provider

MEHRKANAL GmbH
Theodor-Althoff-Straße 2
DE-45133 Essen
+49 (0) 201/273 03-0
sales@mehrkanal.com
www.mehrkanal.com/de

Updated on: 2021-01-29

First installation: 2007

Picture gallery



Reference customers

SIGNAL IDUNA, EUROBAUSTOFF, Opel Germany, Opel Europe, Ford Germany, Ford Europe, PEUGEOT, Renault, Hyundai, PIRELLI, DISTRIGO, Schaeffler, STIHL, STIGA, mobilcom-debitel, ivv, Banque PSA Finance Germany, BKK Dachverband

Application

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✗ Consumer-to-Consumer

Operator

- ✓ Media service providers
- ✓ Companies
- ✗ Publishers

Products

- ✓ Advertising material, office
- ✗ Books, teaching aids
- ✓ Mercandises, promotional items

- | | | | | |
|-------------------------|---|-------------------------|---|-----------|
| equipment | ✓ | Catalogues, price lists | ✗ | Packaging |
| ✓ Large formats | ✓ | Technical documentation | | |
| ✓ Newspapers, magazines | | | | |

Media channels (internal / external)

- | | | |
|----------------------|------------------|-------------------------|
| ✓ ✓ Print | ✓ ✓ Apps | ✗ ✗ Messenger |
| ✓ ✓ Website, webshop | ✓ ✓ E-books | ✗ ✗ Office applications |
| ✓ ✓ Online, Mobile | ✓ ✓ Video/Audio | ✗ ✗ Search engines |
| ✓ ✓ Out-of-Home | ✓ ✓ E-mail | ✗ ✗ Online marketplaces |
| ✗ ✗ E-paper | ✓ ✓ Social media | |

Features

✓ Closed shop	✗ Database publishing	✗ Editorial system
✓ Open shop	✓ Online data check	✓ Translation management
✓ E-shop in-house development	✓ Correction workflow	✓ Marketing management
✓ E-shop standard system	✓ Technical workflow	✓ Media planning, media booking
✓ Printed file upload	✓ Commercial workflow	✓ Customer relationship management
✓ Print on demand	✓ Media asset management	✓ Cross-media management
✓ Individualisation	✓ Product information management	✗ Content marketing management
✓ Personalisation	✓ Web content management	✗ Communication
✓ Creation of publications	✗ Text database	

Modules

Marketing Calendar

Campaigns can be made accessible to the trade in a Gantt-like view. Trade partners are proactively guided through the measures of a cross-channel campaign and can also supplement their own measures and be reminded of measures.

Standalone applicable

Budget Management (Advertising Cost Subsidy)

Possibility of subsidizing the ordering of individual advertising materials inside and outside the portal. Order verification by head office and/or agency possible. Accounts and budgets are assigned to the users of the system by the head office.

Standalone applicable

Module overview (offline channels)

Print (printed matter, inserts, mailshot, mailing), advertisements, Out Of Home. Extensive databases with distribution media as well as area and target group selection are available. Use of CRM data possible.

Standalone applicable

Module overview (online channels)

Online Banner, E-Mail Newsletter and Facebook/Google/Instagram Ads (transmission of the package booking to media agency. Extensive databases with distribution media as well as area and target group selection are available. Use of CRM data possible.

Standalone applicable

Automated, multi-level direct marketing (Direct Marketing Cockpit/CRM)

Centrally initiated measures can be executed on a local level, multi-stage (e-mail, letter, SMS, call center) and automated. Central and local CRM data can be used. Performance measurement possible at any time.

Standalone applicable

Offer Database (Offer Data Base)

Central storage solution for reusable content from which advertising materials are generated. Control and change of offers with one click across all channels and advertising media possible.

Standalone applicable

Media Asset Library

Media Asset Library for the structured categorization, management, grouping, distribution (download, shopping cart dispatch) and validation of assets of any file format. It is also possible to use the assets directly in the advertising media.

Standalone applicable

Online Shop

Clear ordering system for various advertising materials, POS materials or promotion and event packages. Everything

online and within the marketing management system for easy operation and user orientation.
Standalone applicable

Website Building Kit

Centrally provided web presence with individualization options for the sales partner. In this way, central and regional interests are united on one website and a uniform brand presence of all partners on the web is guaranteed.
Standalone applicable

More modules

All the basic settings of the Marketing Management System (MMS) are controlled from our base: from central data management to a role and rights system to reporting. With the help of various reporting tools, all important data regarding system usage (logins, campaign effectiveness, marketing activities, budgets, etc.) can be presented from different perspectives within the framework of standardized or individual reports. The evaluations help to optimize the planning and execution of campaigns for the future. In order to keep a clear overview of the measures from the MMS at any times, MEHRKANAL also provides a marketing planner or a campaign manager, for example. This enables us to control and implement all activities throughout the year in a targeted manner. Further information is upon upon request.

System basis

Frontend devices	Desktop PC, Laptop, Notebook, Tablet PC, Smartphones
Frontend operating systems	Windows, iOS, Linux
Frontend web browsers	All common desktop browser
Frontend technology	AJAX, DHTML
Server operation systems	Linux
Server technology	PHP
Webserver	Apache
PDF engine	PDFlib
Database system	mySQL
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	External data sources such as customer relationship management (CRM) systems or merchandise management systems (e.g. SAP) or product information management (PIM) systems can be quickly and simply integrated in existing infrastructures at any time.
Order systems	E.g. SAP
Databases	The media asset management module offers users a wide range of image, text, video, sound and online materials. With accompanying information and diverse options to order selected data as assets, download them or forward them.
Other	

Licence models

Costs for system setup	Negotiable
Buying license	✓ Negotiable
Rental license	✓ Negotiable

Own services in the market overview

MEHRKANAL Services (MEHRKANAL GmbH)

MEHRKANAL GmbH

MEHRKANAL stands for intelligent marketing performance in decentralized sales structures of centrally managed brands. Our aim is to make marketing plannable, feasible and measurable for our national and international partners across their entire sales structure down to the local partner. With our solution, our services and our consulting approach, we successfully contribute to increasing efficiency and effectiveness.

Provider information

Founding year	2003
Total number of employees	Approx. 120
Number of employees in Germany, Austria and Switzerland	Approx. 120
Locations	Essen (NRW), Germany
Industry specialisation	Cross-industry, special expertise in the automotive and automotive-related industries, insurance, retail and others
Certificates	

Systems and services

MEHRKANAL Marketing Management System
MEHRKANAL Services