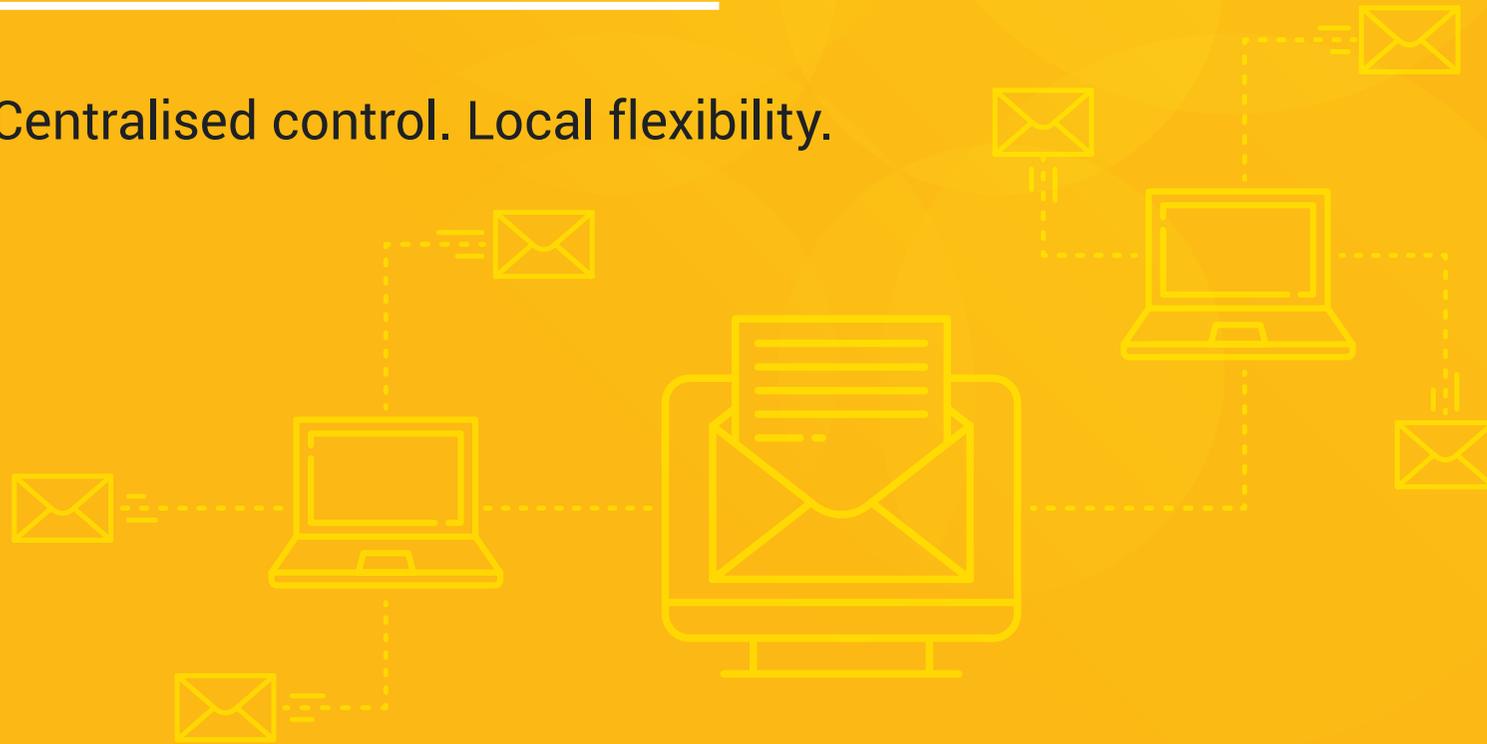
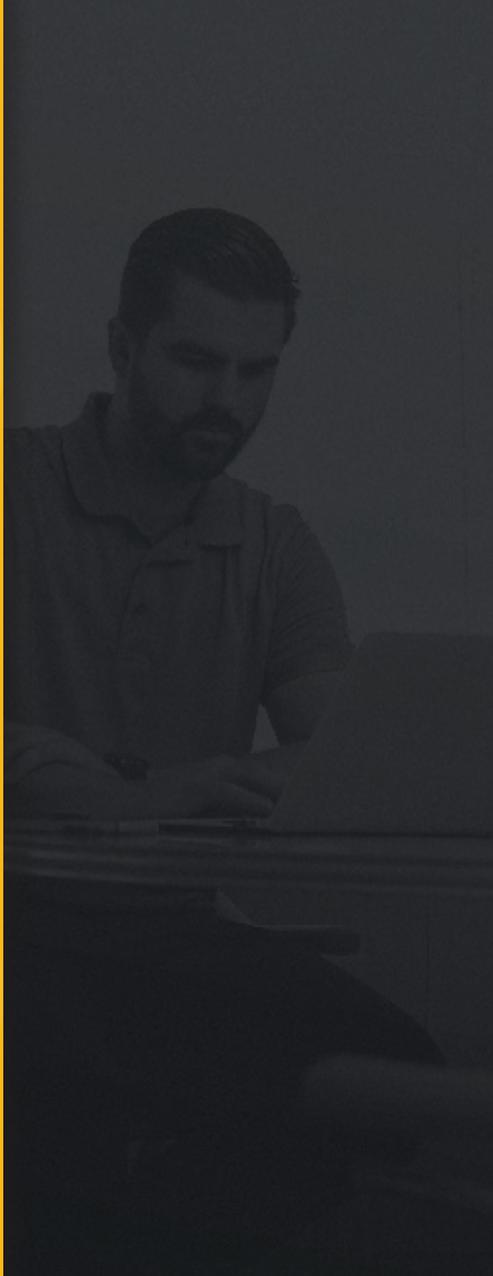


# Taguchi Franchiser

Centralised control. Local flexibility.



Automated Digital Marketing



  
**TAGUCHI**<sup>®</sup>

“The ability to communicate effectively with our guests is a key priority for AccorHotels. With Taguchi, we have been able to improve the relevance and engagement in our marketing communication.”



Christopher Mills

*Director of Digital Commerce  
AccorHotels*

# Taguchi Franchiser will revolutionise your email, SMS and marketing automation activity.

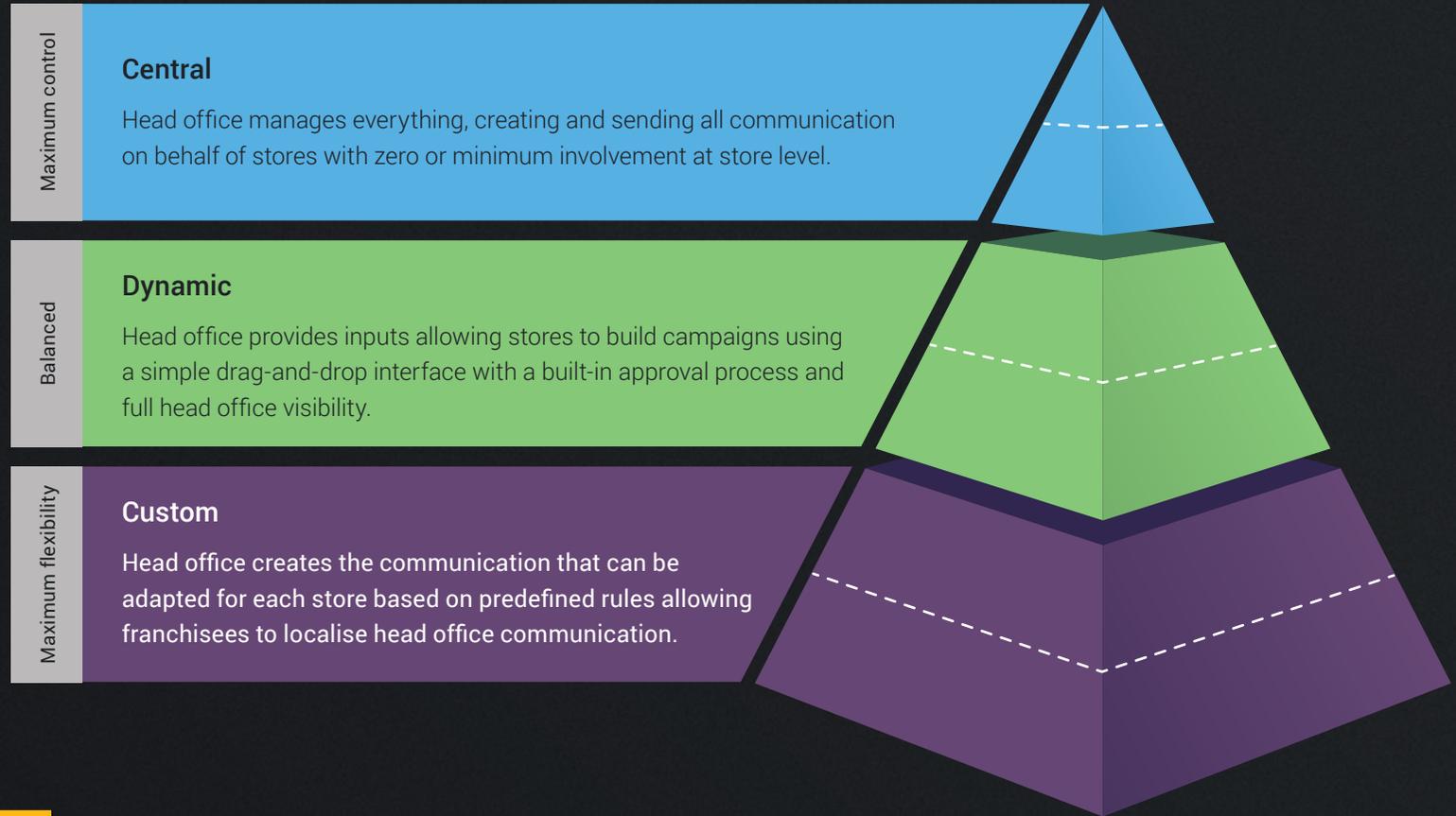
This extremely powerful solution can be fully customised for franchise companies or local offices and features highly flexible personalisation and automation capabilities.

## Add value to your franchise offering

- ✔ Give your business and franchisees a competitive advantage
- ✔ Expand the way franchisees can drive their marketing strategy
- ✔ Promote increased customer loyalty through greater localisation of digital marketing campaigns



Featuring multiple modules, each with levels of customisation built in, you can implement the solution that best meets the needs of your head office and local stores.



## Centralised control for head office

### ✓ Ensure compliance with brand guidelines

Nothing gets sent without head office knowledge, sign off or approval. Ensure correct T&Cs are included, that regulatory requirements are adhered to, and that your brand has a consistent message and tone of voice.

### ✓ Manage databases centrally

Database integration means no manual handling of data is required. Remove the risk of holding personal information in spreadsheets or files on computer desktops, help to reduce errors and improve customer data security.

### ✓ Manage communication frequency

Get the perfect balance between over-communicating and under servicing. Set message frequency caps and prioritisation rules for individual franchisee's or for groups and fine-tune them over time.

### ✓ Access campaign analytics and insights

View campaign analytics in real time via an easy to read dashboard, including single login for multiple stores. Receive automated reports to make measuring franchisee local marketing activities simple.



## Local flexibility for franchisees

### ✔ Create and manage local area email, web and SMS marketing campaigns

For franchisees with minimal technical or design resources, an intuitive drag-and-drop content system makes it easy. Smart Templates can be customised to automate content production, look-and-feel, customer targeting and personalisation.

### ✔ Accurately predict campaign ROI

Maximise ROI from each campaign, channel and customer. Measure the impact of marketing activities on sales, knowing exactly which promotions perform best and what the most profitable customer segments are.

### ✔ Access campaign analytics and insights

Comprehensive reports are automatically available to franchisees after each activity so they can measure campaign performance and track the effectiveness of the local marketing activities.

## Why Taguchi

Taguchi Franchiser integrates with a range of existing data sources such as Salesforce, Google Analytics and Microsoft Dynamics.

Featuring powerful analytics, sophisticated automation, and patented optimisation technology, Taguchi helps you plan and implement your marketing strategies with more confidence than ever before. The ability to accurately predict short and long-term ROI enables you to understand the lifetime value of your database.

The expert team at Taguchi provides full implementation, training and support.

## About Taguchi

Australian owned SaaS provider Taguchi Marketing, was established in 2009 and today sends billions of communications via its enterprise-level digital marketing platform. The platform enables users with minimal technical skills to create and implement highly advanced data driven marketing campaigns and accurately predict ROI.

For more information visit [www.taguchi.com.au](http://www.taguchi.com.au)