

KEY CLIENT REPORTING MODULE



Having requested a few initial reports we couldn't believe the amount of insightful information available. The data provided us with the kind of invaluable statistics that are impossible to ignore; which key clients are being targeted, by whom and how frequently."

Colette Mullings
Internet Marketing Manager
Clifford Chance

Concep Campaigner's Key Client Reporting Module creates reports focused on a single key client's interaction with your entire firm's email marketing activity.



**Add value and insight
to your key client relationships**

See who from your business is communicating to your key clients.

- ✓ Create tailored reports by key client
- ✓ Break down by company, domain (eg. domain.com, domain.co.uk, domain.fr) or individual recipient
- ✓ Understand volume and frequency of emails sent to key clients
- ✓ Identify exactly what campaigns your key clients are receiving from all parts of your firm
- ✓ Understand the strength of the relationships with key clients

You may find you have more connections than previously thought.



Contact us at enquiries@concep.com to find out more about the Key Client Reporting Module

Concep is the digital agency for financial and professional services. We deliver tailored marketing solutions and strategies that focus on people. Globally, we have over 250 clients from professional services, financial, legal, property and member associations.