



## Case Study: Comcast

**CHALLENGE:** To provide a re-usable mechanism for Comcast cable systems around the country to participate in national direct-marketing campaigns while retaining local control. Furthermore, the system needed to facilitate the fulfillment and tracking of these campaigns. The initiative would:

1. Achieve economies of scale through aggregation
2. Create workflow efficiencies and standardization across the enterprise
3. Allow marketing managers to tune and measure campaigns by being able to view response rate to specific creative targeted at specific demographics
4. Ensure that the Comcast branding message is consistent throughout the country

**SOLUTION:** Bootstrap met with business leaders and developed a solution that could go from discovery and design to production in a short period of time –demonstrating results quickly.

Bootstrap designed and developed a flexible, web-based application that allows Comcast to quickly and easily set-up, launch, fulfill and track a variety of campaigns using a variety of tactics. The discovery and design phase took 6 weeks and the application, CampaignCentral or CamCent, was launched within 5 months.

Bootstrap has subsequently developed additional functionality in later versions of the software making it now a holistic, closed-loop campaign management tool. The system not only manages the set-up, targeting and ordering of tactics but the solicitation of distribution lists and the fulfillment of orders. Finally, by being integrated with the national IVR, the system allows users to view response rates to individual tactics in nearly real time.

**IMPACT:** CampaignCentral is now an integral part of Comcast's marketing operations – bringing together local and national marketing managers, vendors and data specialists. In its first year of use, the system has handled the following:

- over 105 campaigns
- over 1380 orders
- over 7,700,000 phone calls tracked
- over 110,000,000 individual tactics ordered through the system

As the business of marketing Comcast's services and products evolves, so does CampaignCentral. Bootstrap is working to integrate the application with more Comcast systems and provide more valuable functionality with a 2.0 Version planned for release within the next year, representing the next evolution in marketing campaign management applications.

For more information, contact:

Jay Erickson  
212.871.2020 ext. 143  
[jerickson@bootsoft.com](mailto:jerickson@bootsoft.com)