Sales Simplified

Target Telecommunications Campaigns with Esri D2D Sales Campaign

You don't need to buy big data to make a great campaign. Get more wins by mapping existing customer information.

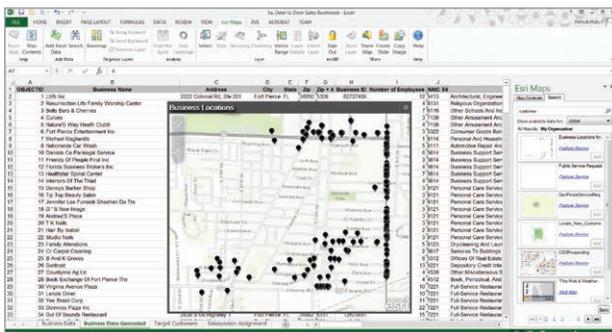### What Is Esri® D2D Sales Campaign?

Esri® Door to Door (D2D) Sales Campaign is a proven solution built with ArcGIS℠ Online to get more out of your customer data. It's as simple as dragging consumer data from Excel into a map. Then ArcGIS does the hard work.

The D2D Sales Campaign puts marketing information on mobile maps. Sales teams can view a house or building on their devices and know what a customer spends for which products. They can easily calculate the price they have to beat, the services they can upsell, and the doors worth skipping.

More than that, your managers can track their wins in real time from the office.

Build campaign maps straight from customer information in Excel.

> "Our D2D sales teams have more confidence as they knock on a prospect's door. As a result, we have seen a dramatic increase in both the number of high-value contacts made per rep per shift as well as a significant boost in total sales."
>
> **Stephen Usmar**
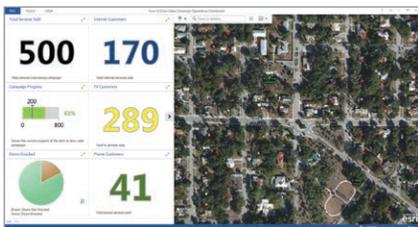> Geographic Information Specialist, Telecom New Zealand
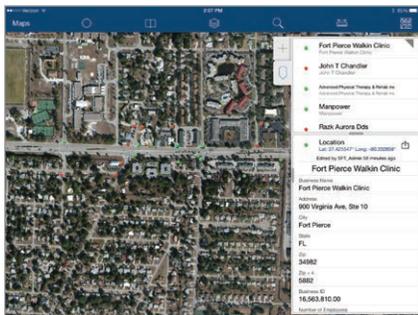
Customer sales teams can access customer contact information from any device.

In-office managers analyze sales results on desktop dashboards.

More than Doors

Esri D2D Sales Campaign works for any marketing campaign. The advanced solution lets you map customer information to generate high-return direct mail campaigns. Plus, segment audiences strategically, and focus flyers and other collateral where they will pay off the most.

What Do I Need?

Microsoft® Office Excel® 2013
ArcGIS® organizational account (ArcGIS Online or Portal for ArcGIS)
Esri Maps for Office (free download)
Esri D2D Sales Campaign (free download)

Have Questions?

We have answers. Please e-mail us at telecominfo@esri.com.

Visit solutions.arcgis.com/telecommunications
for the two-part solution.

THE
SCIENCE
OF
WHERE™