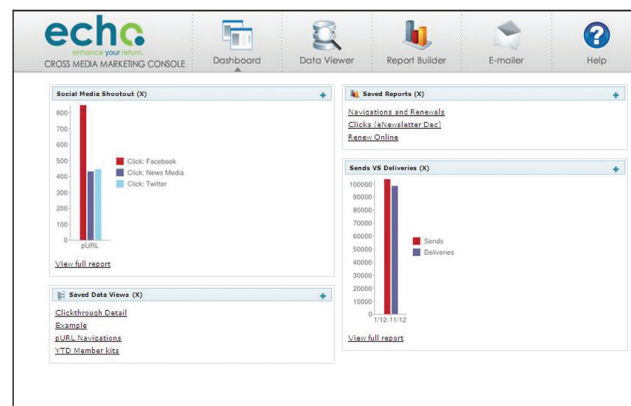# Cross-Media Marketing Console

Echo's Innovative Cross-Media Solutions

Can you track, analyze and report on cross-media campaigns all in a single rules-based system? Imagine the power of comparing and contrasting all campaigns with one tool.
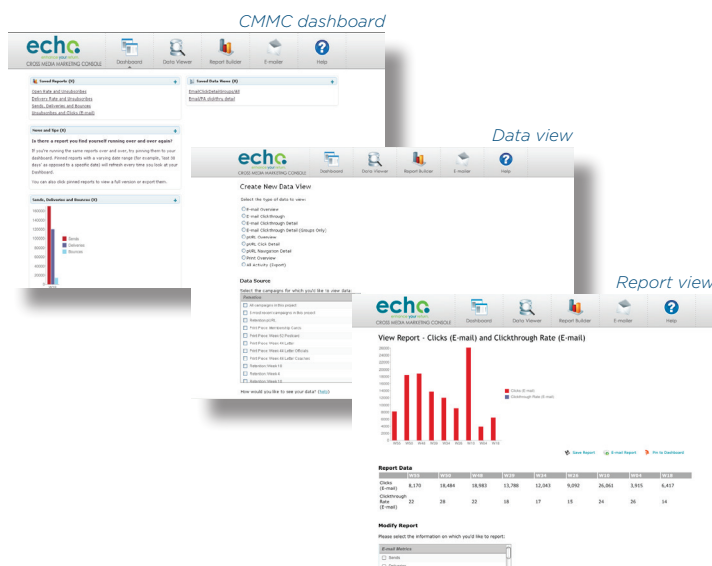

Market Challenges

Tracking and managing cross-media campaigns - Print, Web, Email, Internet and Phone – in real-time is nearly impossible due to the silo-based nature of today's marketing tactics. Measuring, comparing, contrasting and reporting on cross-media campaigns is even more difficult.

Echo Solutions

Echo's innovative Cross-Media Marketing Console allows you to track the breadth and depth of all of your marketing campaigns with just a few clicks. This solution collects information on all aspects of campaigns and appeals – Print, Web, Email, Internet and Phone – all in a single database.

Benefits

Reports and data lists can be assembled in a few clicks for ROI measurements on any cross-media campaign. Simple, on-demand campaign analytics available anytime from any web browser.

CMMC dashboard

Data view

Report view

Do you waste time using multiple silo-based reports to compare campaigns? Can you seamlessly track and compare all cross-media campaigns?

listening | awareness | acquisition | retention

GROWTH

Cross-Media Marketing Console (CMMC)

- Auto Scheduler & E-Mail Delivery for Saved & Recurring Reports
- Browser-Based, Real Time Solutions
- Custom & Recurring Reports
- Customizable Campaign Result Views
- Exportable Data Views
- Extract & Tailor Future Campaigns

- Integrated Cross-Media Campaign Reporting
- Multi-User Admin Capabilities
- Print, Email, Internet, Phone & Social Media
- Simple, On-Demand Campaign Reporting & Analysis
- Single Database for All Types of Cross-Media Campaigns

New Data View

New Report View

Echo's Cross-Media Marketing Console is the proprietary tracking and analytics solution that drives intelligence GROWTH.