Three Major Enterprises Switch to CampaignDrive in January

New Customers Choose SaaS Local Marketing Automation Platform for Feature Depth, Ease-of-Use

NEW YORK, NY, UNITED STATES, February 6, 2017 /EINPresswire.com/ -- The start to 2017 has seen continued momentum for Pica9, provider of CampaignDrive – the local marketing automation platform for multi-location brands.

> "We're so excited to welcome these fantastic brands to the CampaignDrive family."
> *Dominic Le Claire, VP of Sales*

In January, three major enterprises announced they would transition their distributed marketing programs over to the New York vendor's SaaS platform. The announcement means that CampaignDrive is now powering marketing for more than 75,000 local marketers and thousands more in support and administrative staff across 10 different industries.

The latest members of the CampaignDrive roster of brands include a Top 10 quick service restaurant, a leading wealth management firm and a fast-growing children's education company. These companies join brands from sectors like hospitality and insurance who are long-time users of the SaaS local marketing platform.

BRANDS SOLVE LOCAL MARKETING CHALLENGES WITH CAMPAIGNDRIVE
Each of the three new customers came to CampaignDrive looking for a solution that would empower local marketing for their distributed teams and maintain brand consistency across every marketing channel.

For the quick service restaurant, helping franchisees customize menus and event materials with regionalized pricing was a major pain point before CampaignDrive. The brand needed to give its more than 1,900 locations around the country a centralized place to access and localize these essential marketing materials.

With CampaignDrive in place, these restaurateurs will no longer have to worry if their menu price is right. The content database inside the local marketing platform automatically feeds up-to-date menu items, prices and caloric content information into beautifully designed menu templates that franchisees can order with a simple click.

At the wealth management company, the move to CampaignDrive was inspired by marketing requests coming in from the brand's Registered Investment Advisors. Providing a personalized touch in marketing to wealth management clients is crucial to business, so an easy-to-use tool for creating that personal touch was a major requirement going in. CampaignDrive now gives RIAs an easy way to add their own unique messages to every direct mail piece or email blast, plus it automates localized information like the RIA's branch address and phone number so there's no need to retype the same details over and over again.

Finally, with over 150 franchised locations across the US, the childhood educational company who

just signed on with Pica9 needed multi-channel marketing materials to advertise the enrichment programs their franchisees are running. The platform's ability to version creative from print ads to social media posts will allow franchisees to get all of their marketing for an entire month done in just a few minutes – a huge help when the everyday priority is making sure children and parents are getting a great all-around experience.

Marketers at all three of the brands cited the depth of CampaignDrive's features as a decisive factor in their decisions to switch. But an equally important consideration was the self-service nature of the local marketing automation platform.

Marketers and designers at these companies need to be able to upload new marketing assets and content almost every day, and CampaignDrive delivers a slew of features that make this day-to-day maintenance easy. From InDesign Import to Real-time Reporting, the system allows marketers to be in control of every part of the local marketing process.

CAMPAIGNDRIVE CONTINUES STRONG GROWTH
The new customer acquisitions haven't surprised anyone at Pica9's New York headquarters, where the momentum CampaignDrive saw in 2016 has continued into the New Year.

Besides the new accounts that have come on board, the product development team has released a number of major feature enhancements since the turn of the year. Additionally, CampaignDrive has recently been included in Gartner's Market Guide to Digital Asset Management as an example of Distributed DAM, a landmark report covering more than 15 leading DAM software providers.

Dominic Le Claire, Vice President of Sales, commented on the arrival of the new customers, "We're so excited to welcome these fantastic brands to the CampaignDrive family. The platform is uniquely capable of meeting the needs of enterprises like these three, and we see this as continued proof that companies of this size are really looking for flexible SaaS solutions to their marketing challenges."

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