



Odoo For Marketing Company

The Company

A Europe based marketing company handles marketing activities in various parts of Europe, activities include direct marketing, indirect marketing, email based and paper based marketing activities.

The Challenge

The client want to implement a solution which allows them to track the cost and expenses involved in the activities to give a precise estimation to returning clients.

The Major requirements were as followed:

- Budget Management
- Cost Tracking
- Timesheet
- Project Progress Tracking
- Email Based Marketing

The Solution

OpenERP/Odoo implementation using core addons and some custom developed module a solution was created providing following functionalities.

- OpenERP/Odoo financial module as per localization requirements for handling financial data
- Project Management module to monitor ongoing marketing activities
- CRM module for tracking leads and opportunities
- Budget monitoring module to monitor budget for each project
- Timesheet tracking for tracking time and cost involved for each set of activities
- Mail chimp integration with OpenERP/Odoo for mass emailing
- Custom developed report for tracking marketing progress, actual cost vs estimated cost

The Result

After implementation of OpenERP/Odoo and desired functionality, the process of tracking marketing progress provided them a great advantage in decision making. Financial data tracking helped in managing returning customer in better manner.