

(12) PATENT APPLICATION PUBLICATION
(19) INDIA
(22) Date of filing of Application :24/11/2020

(21) Application No.202041051090 A
(43) Publication Date : 04/12/2020

(54) Title of the invention : REAL-TIME COLLABORATION AND WORKFLOW MANAGEMENT FOR A MARKETING CAMPAIGN

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(32) Priority Date	:NA	
(33) Name of priority country	:NA	
(86) International Application No	:NA	
Filing Date	:NA	
(87) International Publication No	: NA	
(61) Patent of Addition to Application Number	:NA	
Filing Date	:NA	
(62) Divisional to Application Number	:NA	
Filing Date	:NA	

(57) Abstract :

TITLE: REAL-TIME COLLABORATION AND WORKFLOW MANAGEMENT FOR A MARKETING CAMPAIGN• 7.
ABSTRACT The present invention discloses a system to achieve real-time collaboration and workflow management of a marketing campaign within a marketing organization. The system includes, user displays (2) for the marketing organization's computer system, a plurality of servers coupled with individual processors for processing computer instructions, a communication network (10) for access to the users between the servers are provided. A role portal component (9) provides at least two respective role portals that correspond to at least two marketing roles within the marketing organization, a workbench component (11) generates, on a user display, a workbench that corresponds to each of the role portals (9). Each workbench (11) permits a user to access metric and workflow information associated with the corresponding marketing role. The workbench for each role may comprise several displayable web-pages, such as a home page, an activities page for workflow, a marketing campaigns with information and metrics about various marketing campaigns, and a customer analysis page. Figure related to abstract is FIG. 1

No. of Pages : 15 No. of Claims : 8