

Manage marketing campaigns on an iPhone

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Copenhagen, Denmark (May 6, 2008) – A new iPhone web application will allow users of TraceWorks' Headlight marketing management software to keep an eye on the performance of their campaigns wherever they are.

Headlight is web-hosted software that streamlines everything from media planning and digital asset management, campaign deployment and campaign measurement – online and offline. And it only takes five minutes to learn.

Marketers access Headlight through a browser allowing them to work wherever they have an internet connection. The new application extends this flexibility even further.

Headlight users can log in with their iPhones to a special mobile site where they can see the real time performance of their marketing goals and monitor top five active banner, email or SEM campaigns by clicks, conversions, cost and earnings. Users can also access all their media contacts if they need to take make adjustments to any campaigns.

The application is based on the iPhone browser and works with the iPod Touch, although without the contact function.

“The iPhone application extends the basic idea of TraceWorks of making simple and intuitive tools so marketers can manage their campaigns easily,” says TraceWorks Chief Product Designer Jesper Bram.

“We have looked at creating mobile versions before, but only the iPhone has been able to recreate our ideas on a mobile platform. Our software has to be easy to use, but it also has to have that ‘wow’ factor and the iPhone can offer both.”

Both Headlight and the iPhone application answer the growing need of TraceWorks' customers to handle complexity, according to Morten E Wulff, the company's Chief Visionary.

“On-line, email and viral marketing have fragmented traditional marketing, so it is becoming increasingly difficult to plan campaigns and manage them effectively. Headlight and now the iPhone application can help marketers keep on top,” he adds.

Morten E. Wulff
Chief Visionary, TraceWorks

Tel: +45 28 88 80 70 / +45 33 118118

Email: mew@traceworks.com

TraceWorks is a Copenhagen-based company specialising in marketing management software. Morten E. Wulff and Anders Lau Nielsen established the company in 2002 because they were dissatisfied with the chaos of trying to deal with online marketing. It has grown more than 125 per cent every year for the past five years and last year attracted DKK30 million (€4 million) investment from Nordic Venture Partners for global expansion. Headlight is used by Lego, E*trade, KLM Airlines, Bonnier, Saxo Bank, Chevrolet, IHI, L'easy, and many more. Headlight is the preferred partner for many international media agencies around the world such as Mediaedge:CIA, Mindshare and MediaCom. More than 75% of TraceWorks' growth is generated in Germany, the United Kingdom and the rest of Scandinavia.

www.traceworks.com

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