



Who is it for?

- **Companies with multiple data systems across different departments and on disparate platforms.**
 - Companies that regularly use and manage at least 20,000 records, whether it is prospect data or existing customers.
 - Managers in companies that run regular marketing campaigns. These companies have large volumes of data that need storing, processing and regular updating.
 - Companies can either be product and service providers (for consumer or B2B) or information managers who provide data to marketing organisations, which need their own data to be managed effectively, i.e. conference, exhibition and publishing companies.
 - Managers who are new into their role and wish to improve the existing database and marketing systems.
 - Companies whose databases have grown rapidly and now need consolidating and streamlining.
 - If the existing database management is not working effectively, is sub-optimal, or it's time for a change.

When to use it

- **There are many different occasions and opportunities when using Data HQ to help manage your marketing database can be beneficial:**
 - When there are several different databases that need to be combined and managed in a coherent fashion.
 - When the volume of data and the number of different sources involved need more systematic management.
 - To support regular campaign activity, possibly involving several different media such as direct mail, telemarketing and emailing.
 - To measure and manage responses, profiling and analysis. These results will typically provide an ongoing source of insight that is regularly fed back into strategic planning, campaign management and CRM planning.
 - For effective database management and the management of direct marketing.

How does it work?

- **Managing a marketing database is a complex task embracing a wide range of activities. The main objective behind all database management is to provide a systematic, standardised process for managing large amounts of data on an ongoing basis. The core elements of database management are likely to include:**
 - Maintaining the full range of customer data, and warm and cold prospect data.
 - Making sure all the data is clean, up-to-date and accurate.
 - Integrating large quantities of new data from multiple sources.
 - Providing up-to-date list selections for all campaigns.
 - Managing the continuous inflow of new response data, customer enquiries and sales.

What are the benefits?

- **Companies that use database management effectively will enjoy a more intelligent, smarter way of running all their marketing activities. The specific benefits that flow from this will be:**
 - More efficient, easier to manage marketing campaigns.
 - Greater cost-effectiveness, reduced wastage.
 - Increased sales uplifts and higher customer satisfaction.
 - More accurate targeting and higher response rates.
 - Improved brand image.
 - Access to industry-leading help and advice.
 - New insights into the behaviour of your customers, the ability to segment within customers and prospects and obtain new insights to inform the shape and direction of all future marketing activities.



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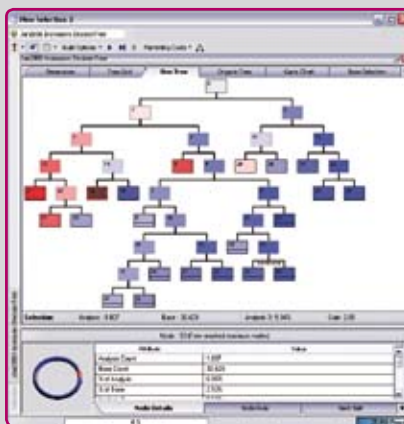
- Using the insight obtained from all campaigns to redefine, shape and optimise future campaigns.
- Thereby improving effectiveness and increasing return on investment across the full range of marketing activities

Data HQ can host the data and provide you with online access to the database. Marketers without specialist IT skills can access the marketing database over an intranet or the internet to analyse and explore data, make profile reports and response models to enhance the effectiveness of future campaigns.

Our database management system is used extensively within the database marketing sector and is considered to be a best of breed product. It has the processing capacity to carry out predictive analysis at great speed across numerous variables to help you derive actionable insights. The types of analyses include:



- **Best customers:** Customers who have moved into a higher usage segment: we can define common characteristics and build scoring models to identify look-alikes –



- **The Decision Tree** analyses a segment such as buyers or churners by a set of variables. We can create segments ranked by propensity and extract the rules defining these segment.



- **Basket Analysis** discovers which products are most frequently purchased in combination
- **Transaction Analysis** can reveal the most frequent sequence of product purchase or usage. Our reporting software produces highly compelling reports that makes decision-making easier and the recommendations easier to act upon.

Any of these applications can be demonstrated in real-time in a 'Gotomeeting.com' presentation. Please ask one of our sales staff to arrange this for you at your convenience.

Credentials

- Data HQ is the UK's leading full service data agency. We specialise in providing high quality data services in every industry sector.
- We have a substantial track record and experience in managing large volume high-speed databases.
- Our market-leading B2B database of 2 million UK businesses is constantly updated and enhanced to maximise its accuracy.
- Accredited partners and value-added resellers of FastStats software, the leading database management solution
- Our 'Gotomeeting.com' presentation can give you a full picture of the type of analysis that is possible and the insights it can provide you with
- We are approved members of the Direct Marketing Association (DMA), the Institute of Direct Marketing (IDM) and an Investors in People (IIP) accredited company
- We have a substantial client base of satisfied customers many of whom would be happy to recommend us. Please ask for details if you would like a reference.

Testimonials

"Neopost is a key player in the mailroom equipment market. We have worked with Data HQ as our outsourced marketing database management partners for several years, their technology platforms and understanding of our objectives is second to none and we have always found them to be innovative and helpful providing us with professional and expert advice in a clear and practical manner."

Declan Bermingham
Marketing Manager
Neopost

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