



Build your business by generating and applying unique customer insights

## Who is it for?

- **Medium-large size companies with at least 1,000 customer records.**
- **Better established companies that want to understand more about their customers.**
  - Companies that do not have dedicated full-time marketing specialists.
  - Anyone newly appointed to the role of marketing or business development who wants to review strategies and marketing practices.
  - Direct marketing agencies.
  - Mature companies whose sales growth may have plateau'd and who want a step-change in business growth.

## What are the benefits?

- **Improved return on investment from all of your marketing activities.**
  - Greater competitive edge, leading to higher market share.
  - Ability to step-change your business growth.
  - More efficient marketing: lower costs, higher revenues.
  - Stronger customer relationships.

## When to use it

- **The way that businesses use customer insight are many and varied. Here are some examples of how others have used it:**
  - Campaign planning.
  - Competitor analysis to identify strengths and weaknesses.
  - Sales force targeting.
  - New product launches.
  - Customer retention and development.
  - Cross-selling and upselling.
  - Retail location planning (where to open or close outlets).
  - Franchise territory planning (where to offer franchises, how to set boundaries, provision of local leads).

## How does it work?

- **Data HQ have developed a six-stage process to generating and actioning insights:**
  - 1.** Define your business objective: is it new customers, more sales to existing customers, retention of best customers, or cross-selling a new product, and so on
  - 2.** Conduct a Quality Audit to see where your database can be enhanced
  - 3.** Upgrade your database in line with the recommendations of the Quality Audit
  - 4.** Design a bespoke scoring system to place a value on every individual customer
  - 5.** Analyse the database to obtain relevant insights, for example: most profitable customers, underdeveloped segments, customers showing the highest propensity to convert to a new customer, and so on
  - 6.** Review the analysis and help you create the optimum activation plan using the DataHQ Navigator (**see over**).

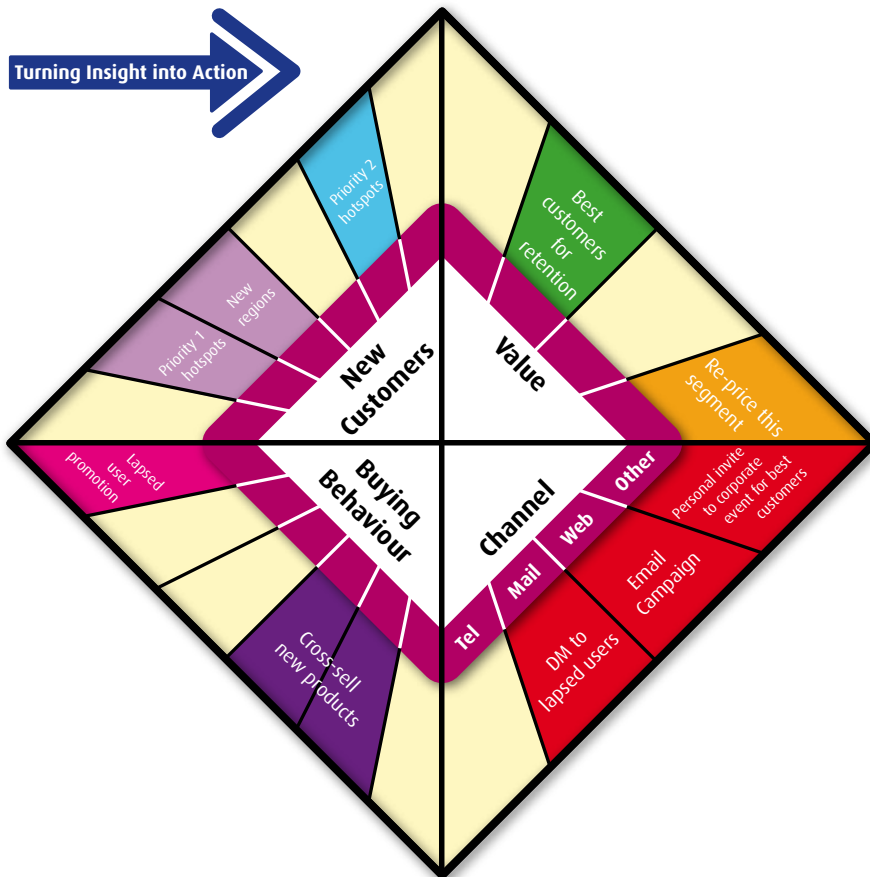
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## How to apply the insight

### The Data HQ Navigator

- Data HQ Navigator uses 4 quadrants of Customer Insight to help guide all of your sales and marketing activities:



#### □ What is the Data HQ Navigator?

- It's a powerful tool that helps you understand and apply customer data insight, it will enable you to plan and optimise your direct marketing spend.
- It helps you use the insights generated from your customer databases across four key areas of value.
  1. New customer acquisitions
  2. Customer profitability
  3. Distribution channel
  4. Buying behaviour

#### □ How to use the Navigator

- **First:** carry out a detailed analysis of your customer profiles using the Data HQ analytical service.
- **Second:** wherever possible add in transactional or product purchasing data to enrich the profiles.
- **Third:** carry out a review of issues and opportunities to generate possible actions across all four areas of value.
- **Fourth:** prioritise the possible actions and feed into the marketing plan
- **Finally:** carry out controlled tests of Navigator actions as part of the plan to continue to deepen your insights.

## Credentials

- Data HQ is the UK's leading full service data agency. We specialise in providing high quality data and a full range of complementary marketing services.
- Our particular focus is in helping our clients to carry out analysis that will support their business objectives: not just generating insight but applying it as well.
- We are approved members of the Direct Marketing Association (DMA) and the Institute of Direct Marketing (IDM).
- We have substantial experience and expertise in getting the best out of our customers' databases and helping them construct marketing plans that will drive their business forward.
- 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 strategic partners for two years for data market planning and customer insight, 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