Innovative

Database Marketing Solutions

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How well do you know your customers ?

- How do you access and analyze your customer information?
- Can you track and measure the results of your direct marketing programs?
- Does your list qualify for maximum postal discounts?
- Have your database marketing needs surpassed your capabilities?
- Is your database relationship-oriented?

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Marketing Intelligence ...
Not an option - a REQUIREMENT!

Begins with understanding who your customers *are !!*

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Database Marketing

Provides in-depth *knowledge and understanding* of your target markets

Identifies the *buying requirements* of the businesses or households within them...

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Transform your data into *marketing intelligence …*

… and realize the *full profit potential* of each customer !

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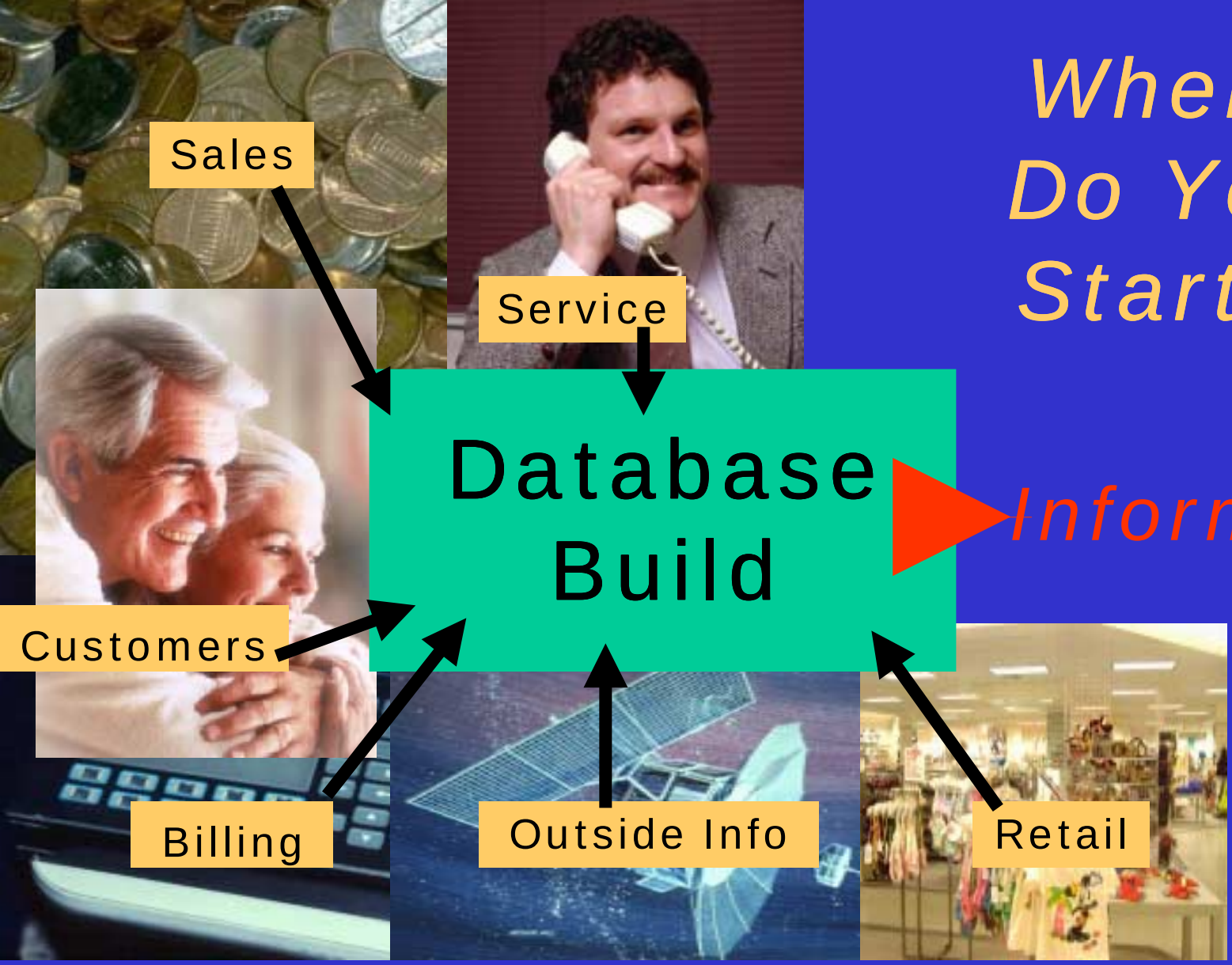
Where Do You Start ?



Select a partner with the experience and proven track record to pull it all together !

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Anchor's 5 Step Integrated Solution

1. Database Construction
2. Data Integrity
3. Data Append
4. Data Analysis
5. Track Results

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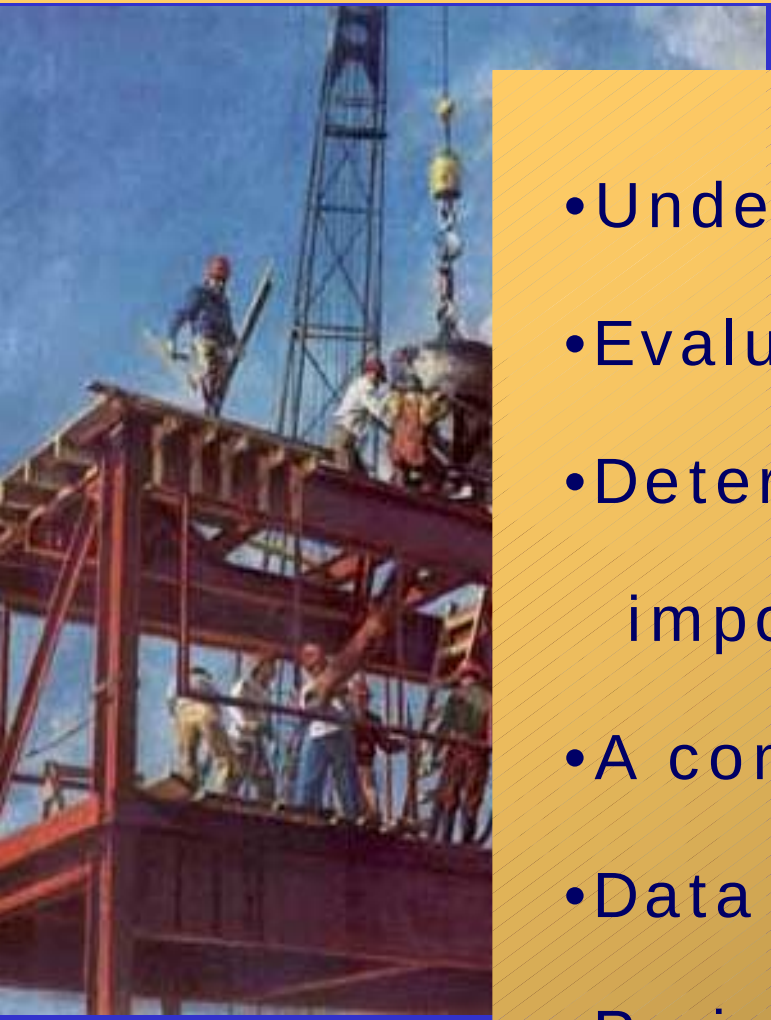
Database Construction



- Understand your marketing model
- Evaluate your current data
- Determine what data variables are important to your business solution
- A complete database structure
- Data reference dictionary
- Project schedule

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How To Get It Right

- Standardize ...
  current data sources
- Design and build ...
  access and storage system
  for customer and
  prospect information

- Establish rules ...
  for on-going project execution
  and data analysis
- Analyze data ...
  for customer and prospect
  profile development

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Open Architecture

- Flexible and “open” system
- Scalable
- Industry standard compatibility
- ODBC compliant

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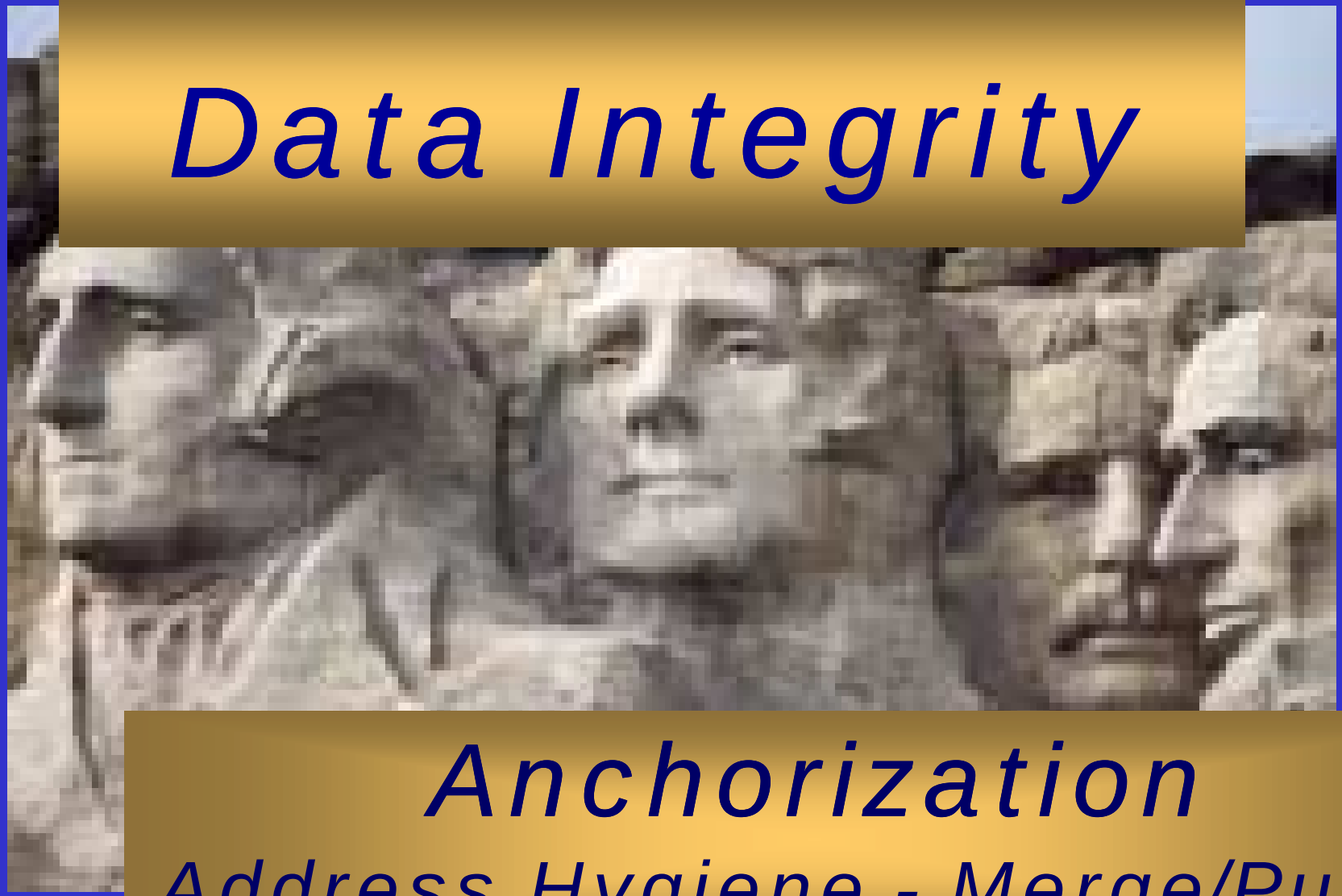
Data Integrity



Anchorization

Address Hygiene - Merge/Purge

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Anchorization

BENEFITS

- $ **Postage Discounts**
- $ **Improved Delivery**
- $ **No Duplicate Mailings**
- $ **Higher Response Rates**
- $ **Increased Revenue**
- $ **Increased Cash Flow**

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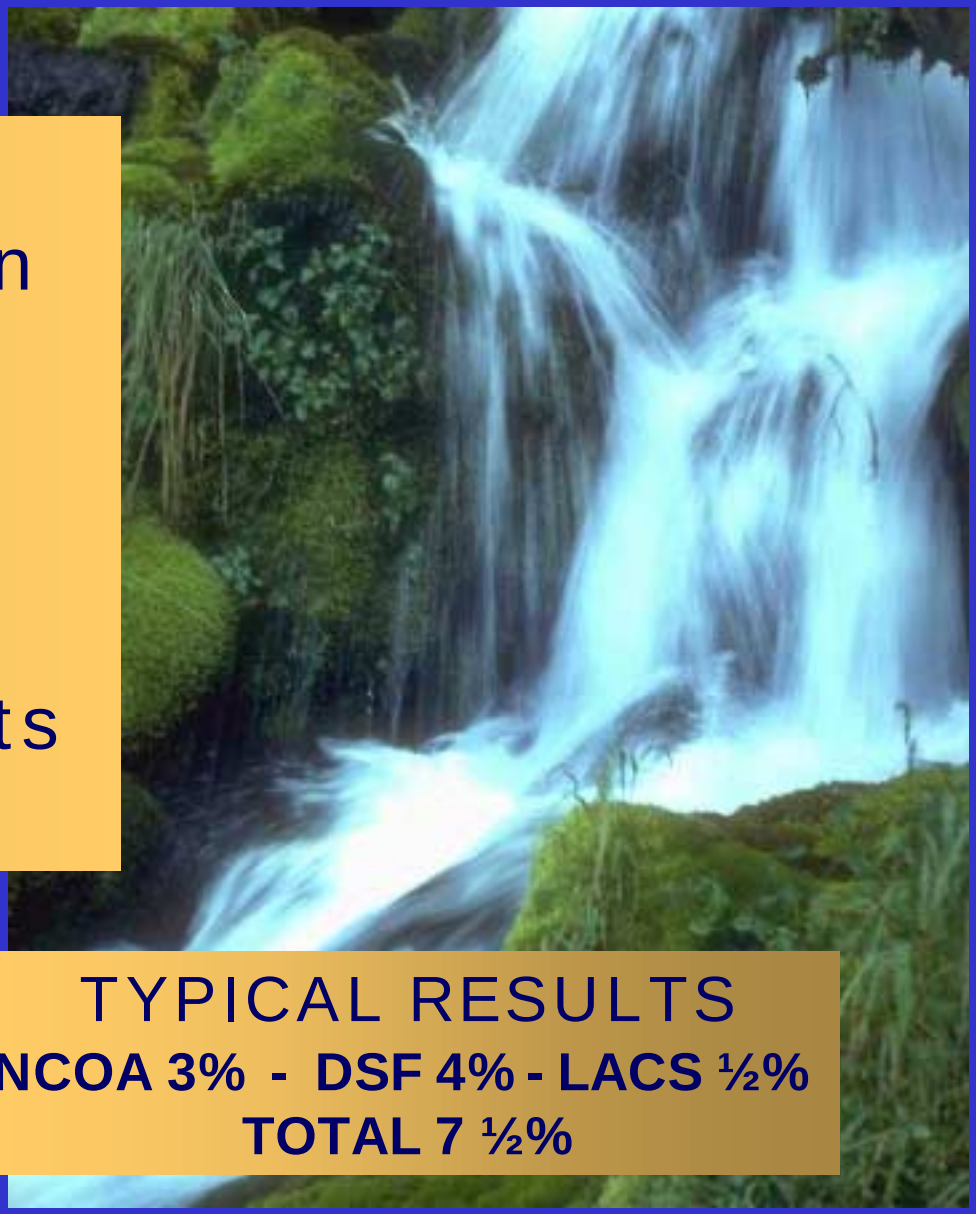
Address Hygiene

- Address correction
- Standardization
- NCOA, DSF, LACS, FAST*forward*
- ***Maximum*** postal discounts



TYPICAL RESULTS

NCOA 3% - DSF 4% - LACS ½%

TOTAL 7 ½%

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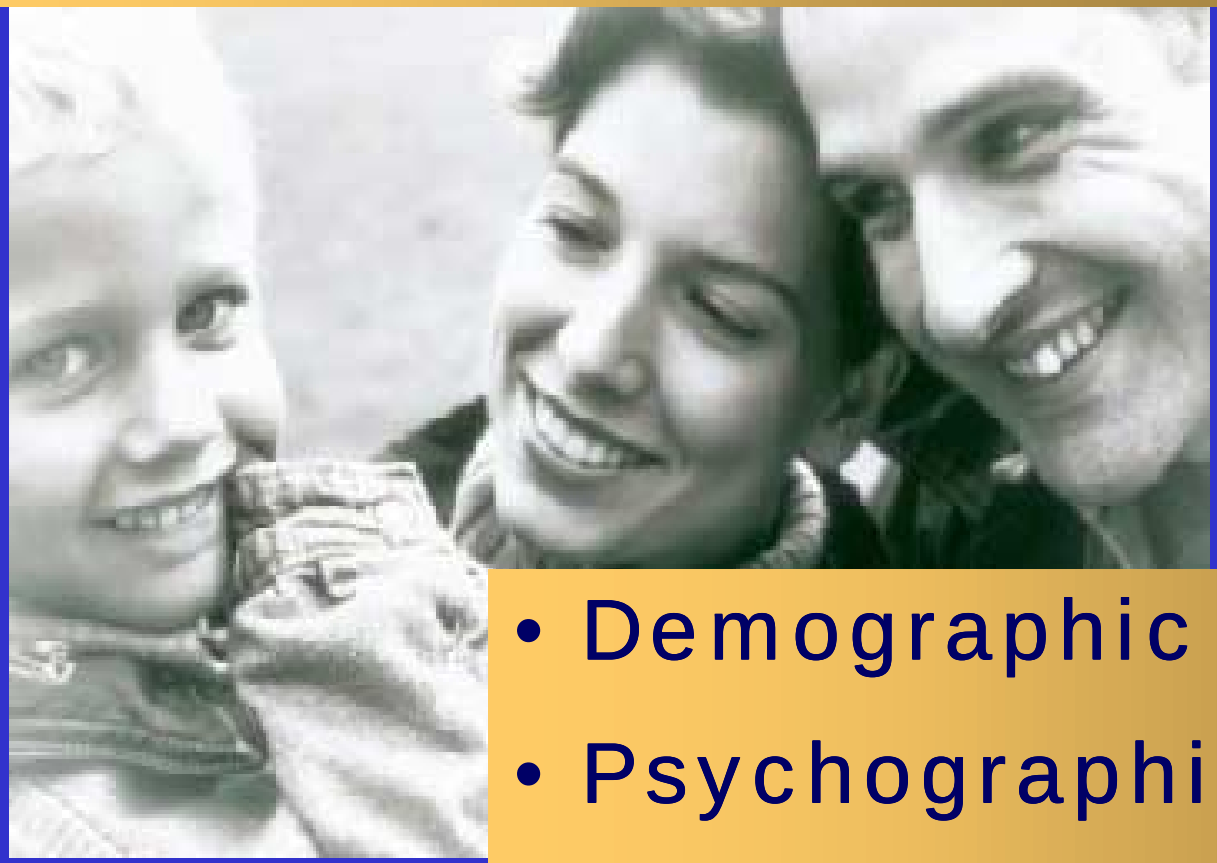
Data Appending



- Demographic
- Psychographic
- Phone append
- Consumer or Business

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Data Append

Match Your File To A National Database

Confirm Name and Address Data

Identify Characteristics Shared by Your <u>Best Customers</u>

Target Promotions to Your Best Prospects !

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External

- Age(s) ❑
- Family Income ❑
- Marital Status ❑
- Presence of Children ❑
- Home Ownership ❑
- Psychographic Data ❑

Internal

- ❑ Expenditures
- ❑ Product Line Interests
- ❑ Purchasing Frequency
- ❑ Longevity

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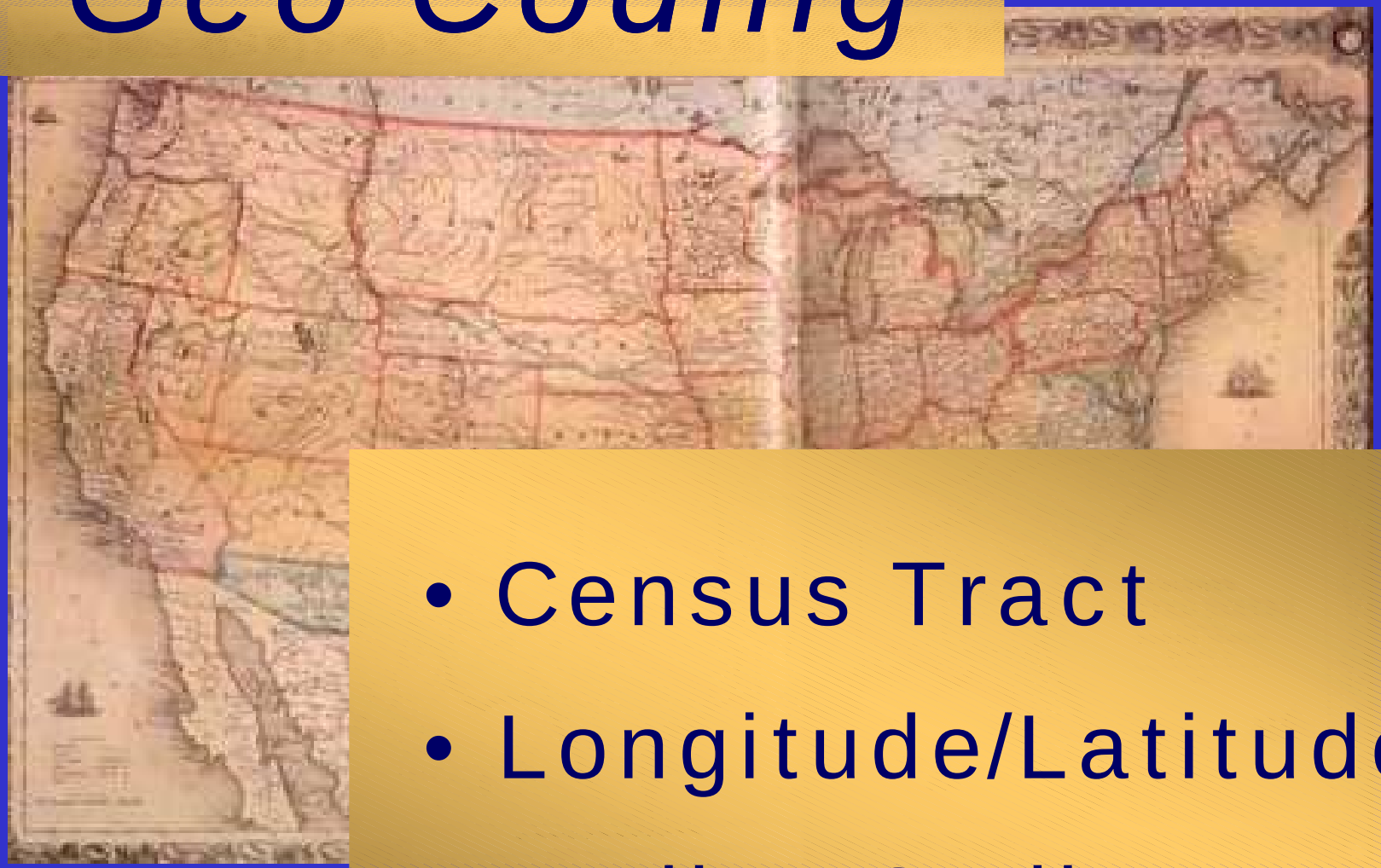
Geo Coding



- Census Tract
- Longitude/Latitude
- Radius Coding

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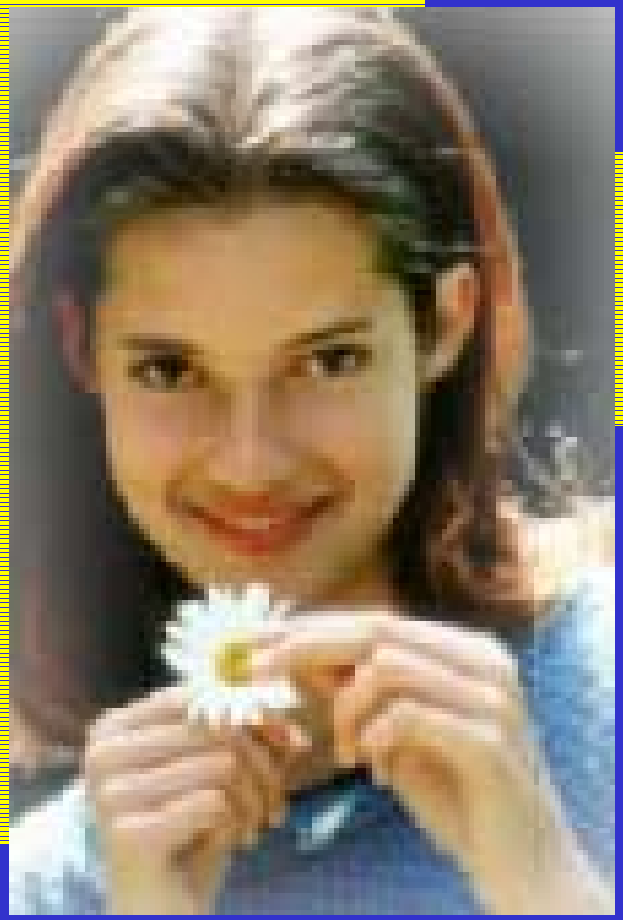
Gender Coding



- Male
- Female
- Ambiguous

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Data Analysis

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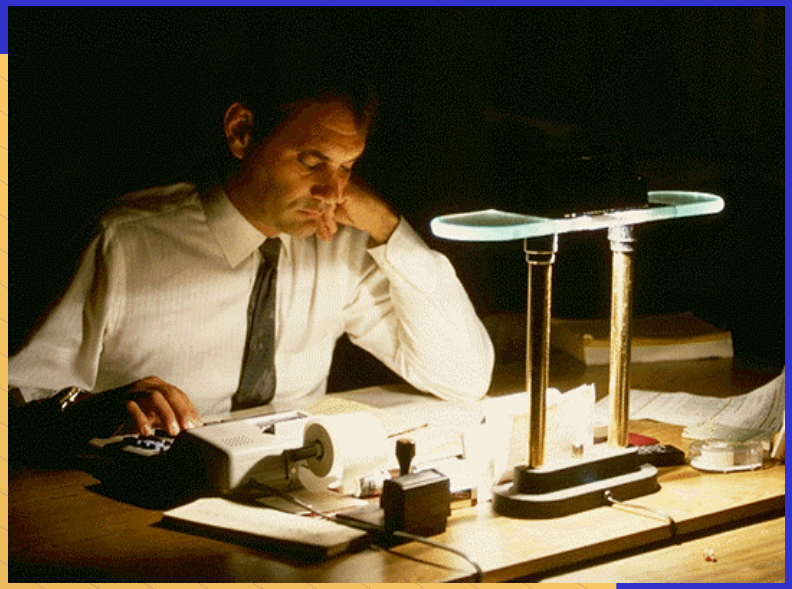
POWER OF COMBINED INFORMATION



- ✔ Understand the entire relationship with the customer
- ✔ Track past events
- ✔ Identify product usage - cross and up sell opportunities
- ✔ Look for prospects with characteristics like those of the “best customer”
- ✔ Identify additional sales opportunities within customer relationship (family or business)
- ✔ Increase $ from existing customer base

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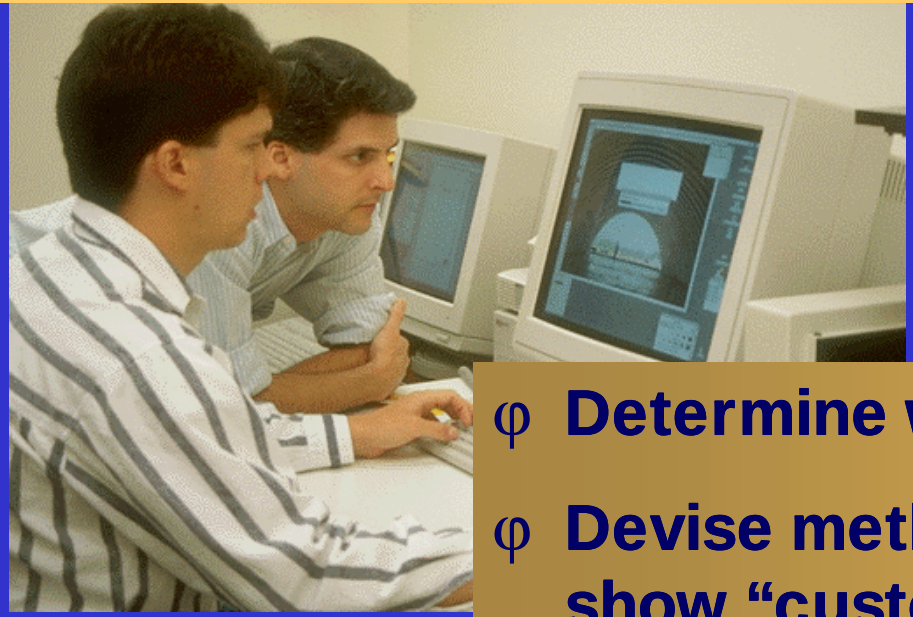
Analyze Customer and Prospect Profile



- φ **Determine which indicators**
- φ **Devise methods for calculating current show "customer value" versus expected value**
- φ **Apply to customer base - identify gaps**
- φ **Apply calculations to prospect universe**
- φ **Identify high-potential prospects**

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Data Access

See your results by viewing the actual data selected by your query.

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PROJECT EXECUTION AND DATA ANALYSIS

Extract data from the system to support:

- Contact campaigns
- Sales lead generation and processing
- Sales and marketing management
  - Territory alignment
  - Segmentation and cell creation

Assist with long-term analysis functions:

- Determine best models

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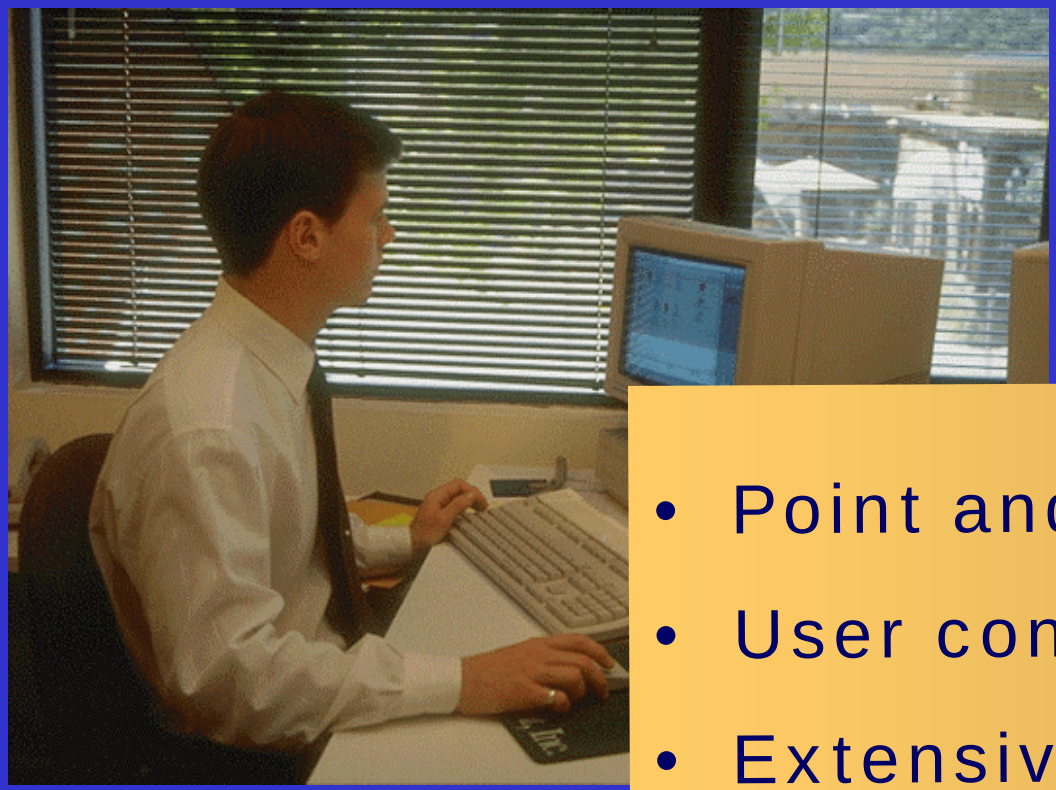

- Point and click usability
- User controlled querying
- Extensive segmentation and reporting capabilities
- Integrates with standard spreadsheet products

Market*Genius*™

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Profile customers ...
by comparing values
within the database
to each other.

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Cross-Tabulation

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Frequency Distribution

Quantify and verify data prior to and post processing any query on the database.

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Target your market by selecting and/or suppressing on key criteria.

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Segmentation

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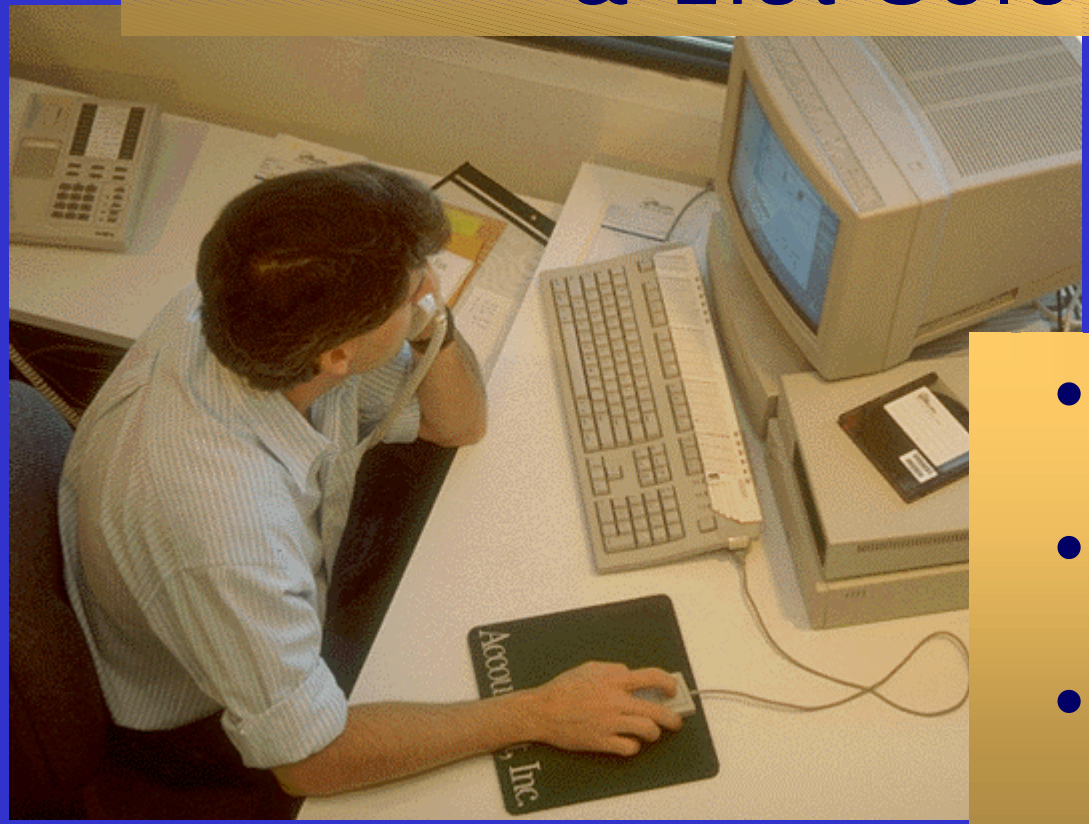
House File Maintenance & List Selection



- Counts
- Key coding
- Segmentation
- List selection

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Tracking Results

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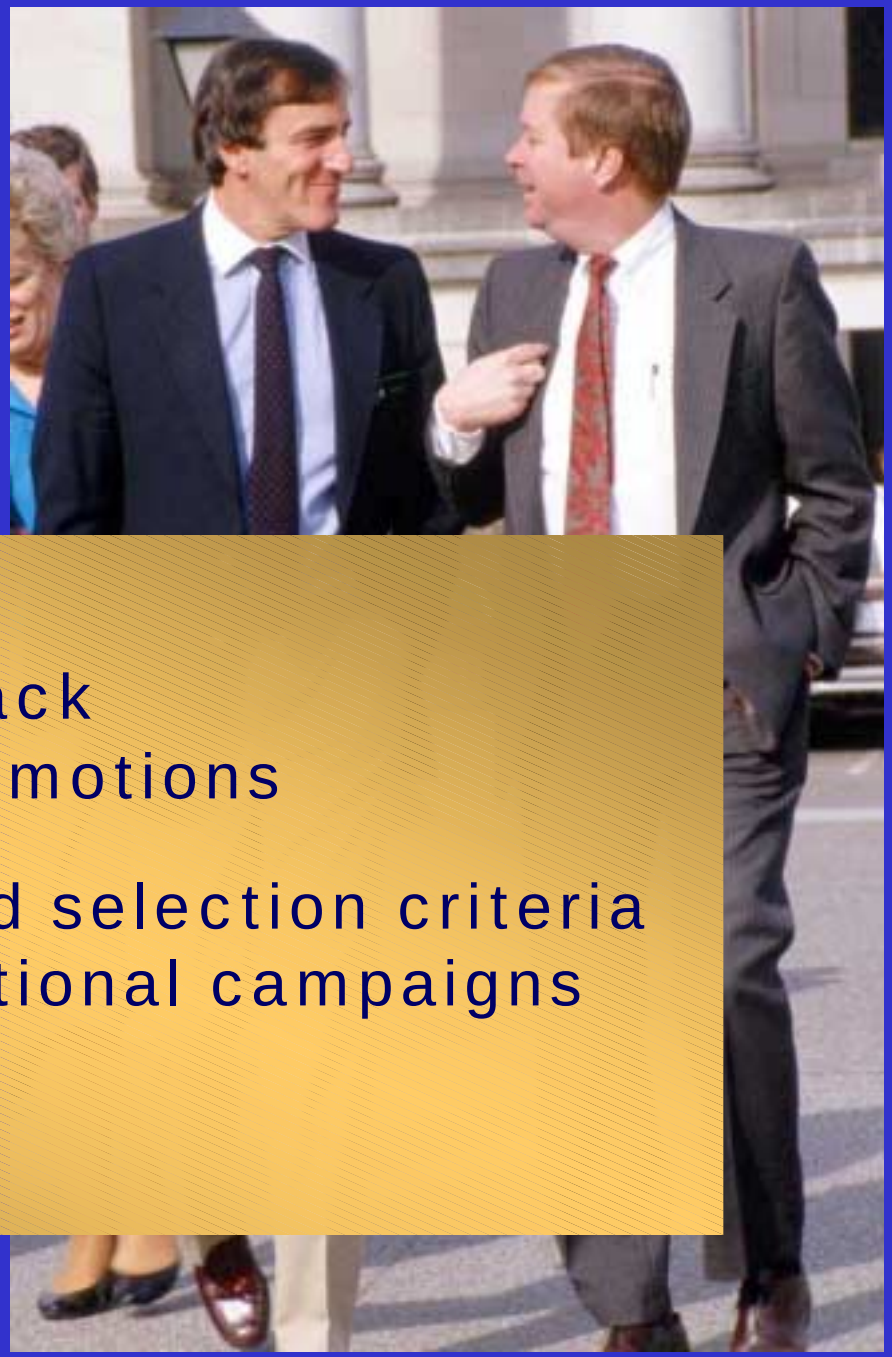
Campaign Management



- Plan, execute and track multi-segment promotions
- Perform sophisticated selection criteria to execute promotional campaigns
- Drill-down analysis

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Database Construction

Database Models

- We do it all
- We build & maintain it ...
  you access it !
- We build it & give it to you!

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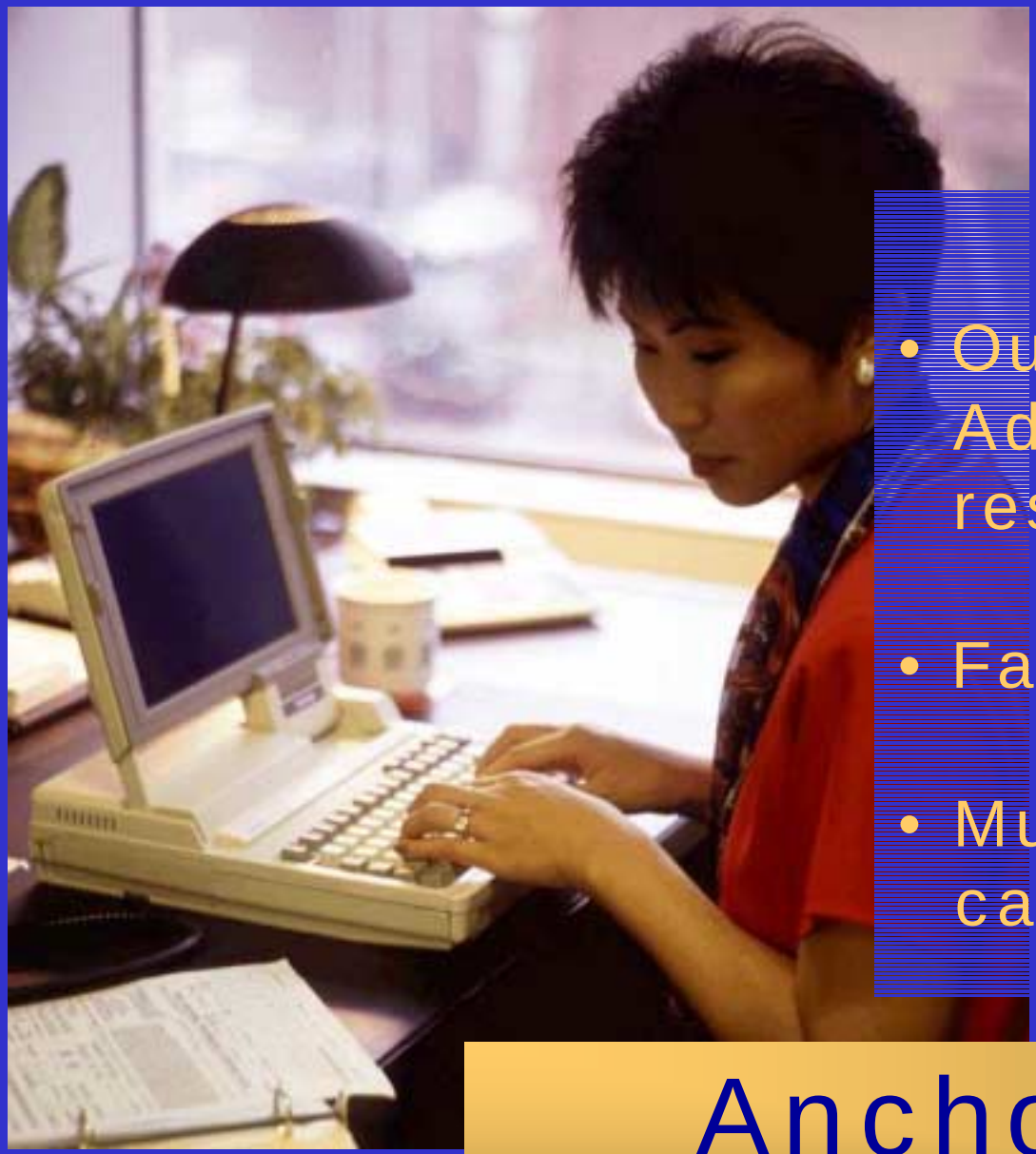

- Outsource the System Administration responsibilities
- Fast & reliable
- Multiples matching capabilities

Anchorization

Database Administration

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“From the installation, coordinating the internet hookup and networking, to the query questions, how-to’s and understanding the marketing issues as they can be studied, your grasp has been very supportive and quite a pleasure with which to work … we all know that good customer service in the technology industry leaves quite a bit to be desired. Many companies could learn a lot from your group.”

Scott A. Voelker
MEI/Micro Center

Testimonials

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