



USING OUTSIDE DATA TO ADD VALUE TO YOUR DATABASE

JOE BALABAN

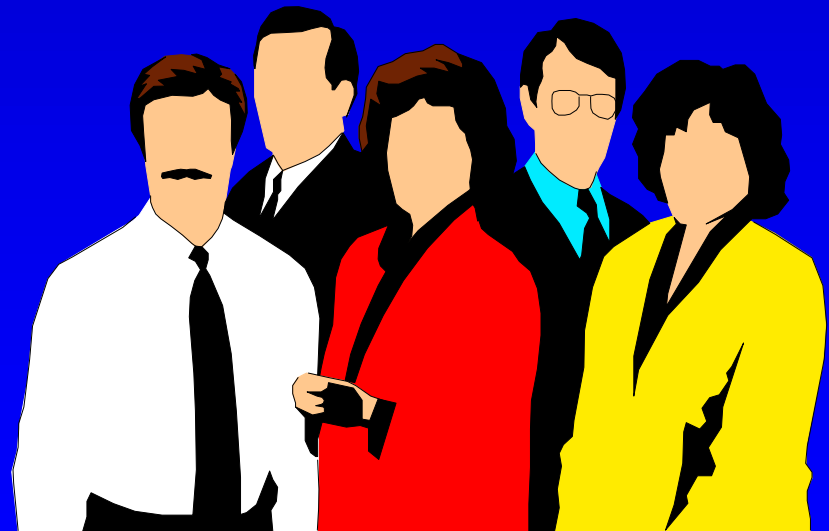


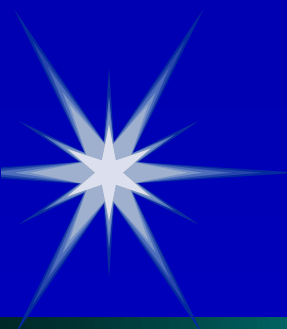
OUTLINE

- WHY
 - Individual vs. Site
- SOURCES OF DATA
 - Public & Commercial
- QUALITY & COVERAGE ISSUES
 - Comparison of Common Sources
- COMPARATIVE COSTS
- MAIL STOPS
 - Workplace Marketing Preference

INTELLIGENT MARKETING

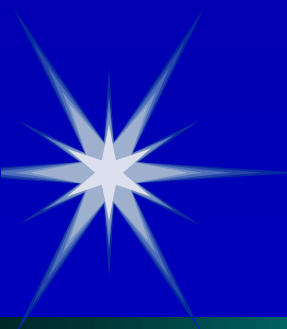
- Not an option -- a REQUIREMENT!
- Begins with understanding who your customers are





**Enhancement can
identify characteristics
shared by your best
customers enabling you
to target promotions to
your best prospects**





**Can help you prioritize
prospecting, identify
categories of customers
that deserve promotion...**



INTELLIGENT PROSPECTING:

Accessing transactional information
and promotion history is only
half of database marketing .

*Promote to people just
like your best customers!*





COMPANIES WHO HAVE:

The same number of employees

The same sales volume

The same Standard Industrial
Classification (SIC)

*The more like Your best
customers, the better the
prospect!*



**ENHANCEMENT =
TOOLS FOR BUILDING**



Matching Your Database to a National Consumer Database:

85,000,000 Households

160,000,000 Individuals



SOURCES

Consumer Data:

Database America

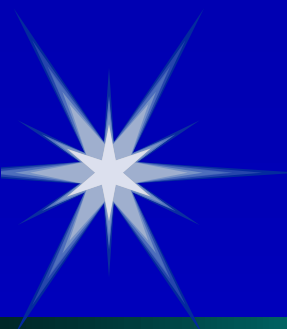
Donnelley

Infobase

Metromail

R.L. Polk

TRW



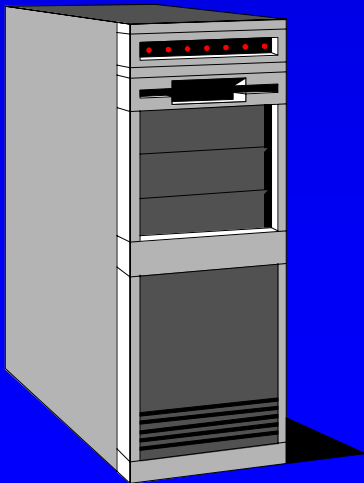
Match Your Customer Prospect File to a National Business Database

THE ENHANCEMENT PROCESS

5-15 Days

65-90% + Matches

Clean Files to Get Highest Match Rates





COMMON DATA ELEMENTS

Branch/Headquarters/Linkage/Single location

Telephone Number

SIC Code(s)

Contact Name(s)

Sales Volume

of Employees

Fortune 1000



Hot Listings



SOURCES

Business Data:

Dun & Bradstreet

American Business Information

Database America

InfoBase

Qual Card Data

Specialty Files



ADDITIONAL SOURCES

Department of Commerce

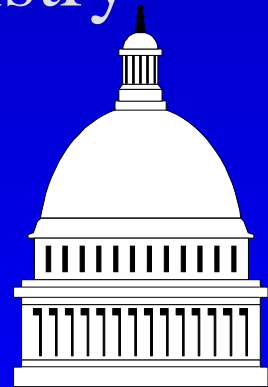
Real Estate Appraisers Registry
County Business Patterns

Chamber of Commerce

Member Listings

Trade Publications

Specialty Titles
Directories





QUAL CARD DATA

PRODUCT INFORMATION REQUESTS
READER INQUIRY

Highly variable based on their
perception of company

Type of Data

Individual

Site

Company



QUAL CARD DATA

Type of Data: (Continued)

Individual

Name, Address, Etc. (Business or Home?)

Job Function, Title

Purchasing Responsibility

Future Purchases

Time on Job

Referrals



QUAL CARD DATA

Type of Data: (Continued)

Site

Headquarters/Branch

Primary Activity (SIC)

Number of Employees

Sales

Number of Purchasing Agents

Computer Details



QUAL CARD DATA

Type of Data: (Continued)

Company (enterprise)

Financial Information

Primary Activity (SIC)

Number of Employees

Sales

Number of Locations

Computer Details

Number of Purchasing Agents

Future Purchase Plans



QUAL CARD DATA

Preprocessing steps

Conversion

De-Code

Standardization



List Enhancements

Compiled

	<u>D&B</u>	<u>ABI</u>	<u>DBA</u>	<u>Qual Card</u>
10 Million Names	X	X	X	
Address Std.	X	X	X	?
Age of Executive	X			X
Big Business Executive	X	X	X	X
Multiple Executives	X	x	x	
Phone Numbers	X	X	X	X



List Enhancements (continued)

Compiled

	<u>D&B</u>	<u>ABI</u>	<u>DBA</u>	<u>Qual Card</u>
Hot Listings:				
New Companies	X	X	X	
New CEO	X	X		
New Locations	X	X	X	
Year Started	X		X	
Co. Name Change	X	X		



List Enhancements (continued)

Compiled

	<u>D&B</u>	<u>ABI</u>	<u>DBA</u>	<u>Qual Card</u>
Carrier Route Coding	X	X	X	
Census Tract Codes	X	X	X	
Government	X		x	
Computer Side Data	X			X
Congressional Distr.	X			
Contact Names	X	X	X	X



List Enhancements (continued)

Compiled

	<u>D&B</u>	<u>ABI</u>	<u>DBA</u>	<u>Qual Card</u>
Direct Mktg. Responders	X		X	X
Corporate Family No.	X	x	x	
Employee Size	X	X	X	X
Enrollment (School)	X	X	X	X
Ethnic Surname	X		X	
Executive Name & Title	X	X	X	X
FAX Phone No's	X		X	X



List Enhancements (continued)

Compiled

	<u>D&B</u>	<u>ABI</u>	<u>DBA</u>	<u>Qual Card</u>
Gender of Executive	X	X	X	X
Headquarters/Branch	X	X	X	
Home Based Business	X	X	X	
Import/Export	X		X	
Hotline	X	X	X	



List Enhancements (continued)

Compiled

	<u>D&B</u>	<u>ABI</u>	<u>DBA</u>	<u>Qual Card</u>
Multi-Sourced	X	X	X	
NCOA	X	X	X	
No. of Phone Lines	X			x
Ownership Change	X	X		
Owns/Rents Bldg.	X			
Parent/Subsidiary	X	x	x	
Purchase Responsibility				X



List Enhancements (continued)

Compiled

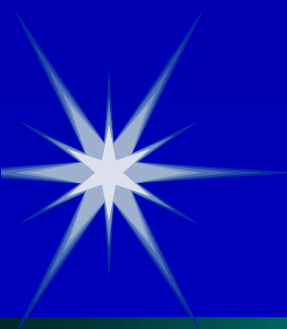
	<u>D&B</u>	<u>ABI</u>	<u>DBA</u>	<u>Qual Card</u>
Square Footage	X			X
Suite No's	x	x	x	x
Telephone	X	X	X	X
Trademark Codes	X	X	X	
Type of Business:				
Partnership	X			
Corp./Ltd./Inc.	X			
Sole Proprietor	X			



List Enhancements (continued)

Compiled

	<u>D&B</u>	<u>ABI</u>	<u>DBA</u>	<u>Qual Card</u>
Phone Verified	X	X	X	X
Population Size Code	X	X	X	
Professionals Per Office		X	X	X
Public/Private	X	X	X	X
Sales Volume	X	X	X	X
Site Level Info.	X			x
SIC Codes	(8)	(5)	(8)	(4)



List Enhancements (continued) Compiled

	<u>D&B</u>	<u>ABI</u>	<u>DBA</u>	<u>Qual Card</u>
Year Started	X	X	X	
YP Ad Size		X	X	
ZIP + 4	X	X	X	X



QUESTIONS TO ASK:

1. How Large is the Appending File --

One record per firm?

Under 20 employees?

Under \$1 million in sales?

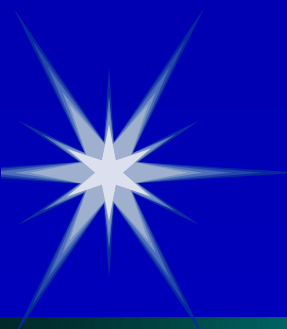


2. *How Current is the Data --*

How often is the file rebuilt or updated?

Are NCOA and DSF applied?

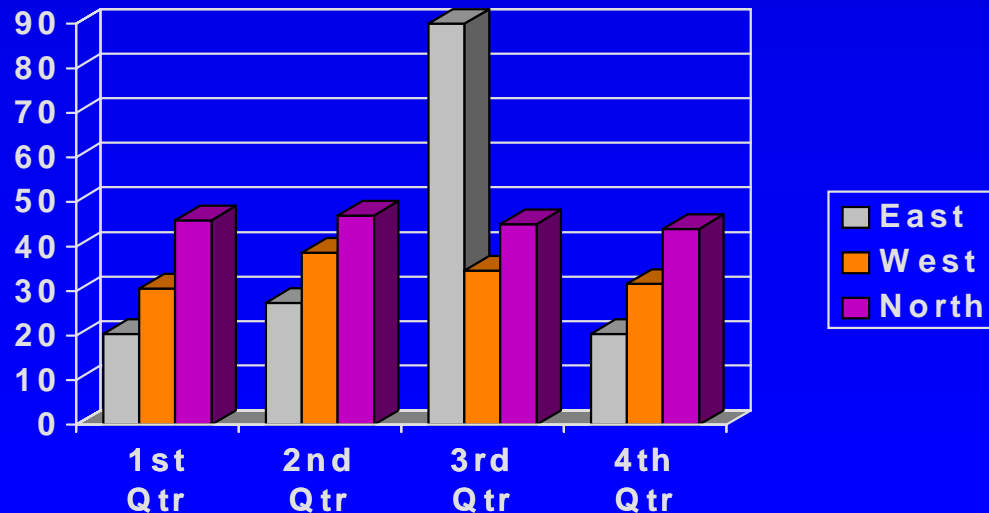
Verifying methodology?



3. *SIC-Coding DMA-Approved?*
4. *Enhancement Experience?*
5. *Security/Confidentiality?*
6. *World Wide Coverage?*

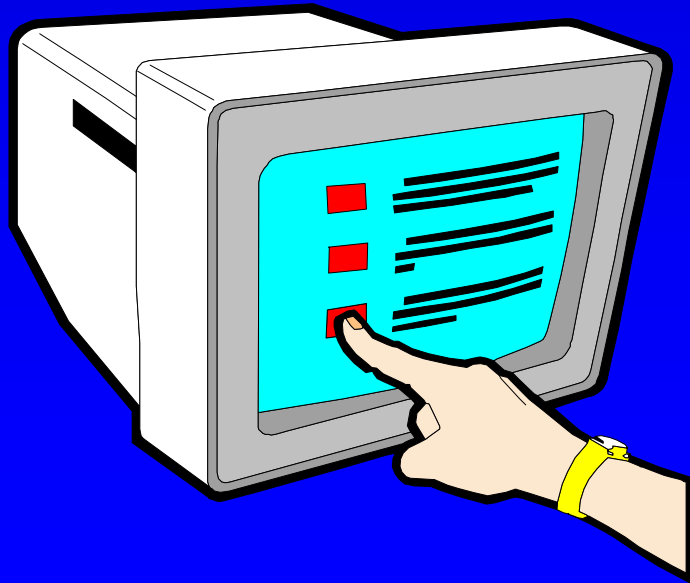


6. *Do They Offer Business Penetration Analysis and Predictive Modeling?*





7. Can You Buy Prospects That Match Your Best Customers?





MAIL STOPS

Identifies Physical Location in Building or Complex

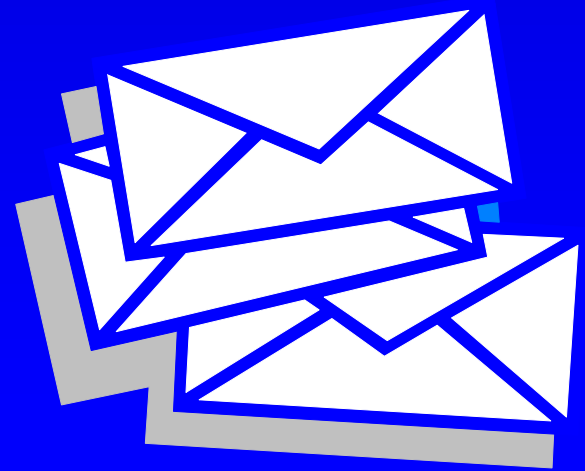
For Example:

MSK10, RM 7A-377, Bldg 123,
M/S 123, STECS-DA-ID

Common In:

Government Agencies

Large Companies





MAIL STOPS

Work Place Marketing Mail Preference

Edmund Scientific



MAIL STOPS

Work Place Marketing Mail Preference

Edmund Scientific

PURPOSE:

To reduce waste by eliminating unwanted mail and improving delivery without deleting customers and prospects who want to receive the Edmund Scientific Catalog.

METHODOLOGY:

Ask the mail room to help reduce waste and appeal to their interest in the environment.

THANK YOU

