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SO YOU THINK YOU SHOULD BUILD A DATABASE

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ANCHOR
C O M P U T E R



Vendor Perspective

- Continual Relationship
- Partnership
- Multiple Disciplines
- Annuity



Apple Pie

- The Real Business Reason
- Consistent Customer/Prospect Information
 - Get the same answer from multiple internal systems
 - Customer Care
 - Operational Support
 - Marketing
 - Sales

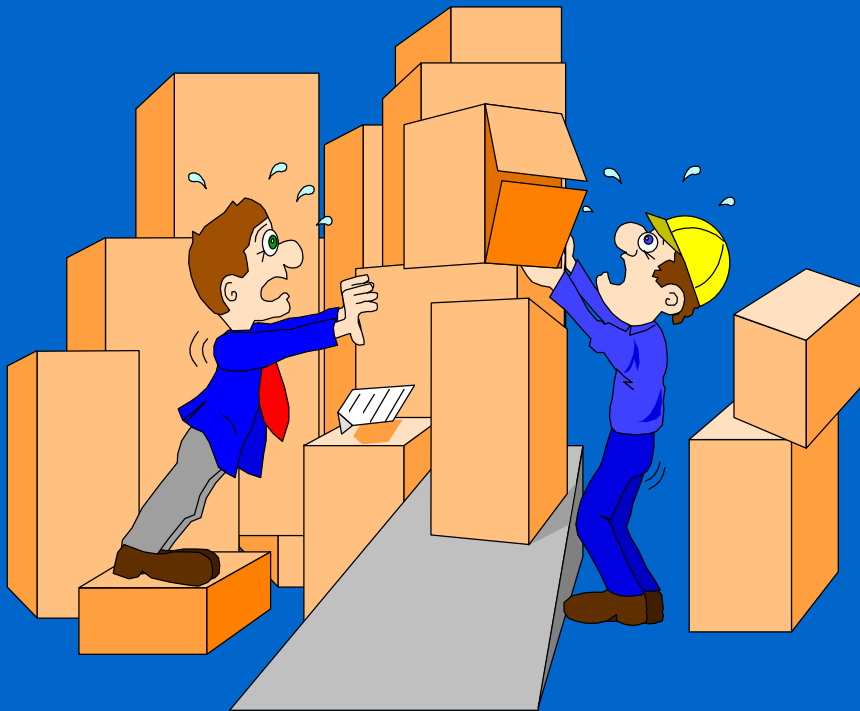
Competitive Advantage

- DATA
- INFORMATION
- ACCESS
- KNOWLEDGE
- ACTION

- *Events or Transactions*
- *Refined*
- *Ease*
- *4 W's (who, what . . .)*
- *Profits*

Data Conversion

Legacy Systems



- Normalize / Standardize
- Summarize / Aggregate
- Derivation
 - Report
 - Applications

Keys To Success



- Written Requirements
- Assign Responsibility
- Vested Interest
- Real Commitment
- Closed Loop

Where Do You Start

- Continual Process
- Challenge Today's Methods
- Establish Corporate Rules
- Clearly Define Objectives
- Where Do You Build



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Inventory Current Information

- Sources
- Ownership
- Rules
- Updates
- Timing

Involve All Disciplines

- Operations
- IS
- Marketing
- Sales
- USERS



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Audit

- Formal
- Continual Process

Edit/Validate

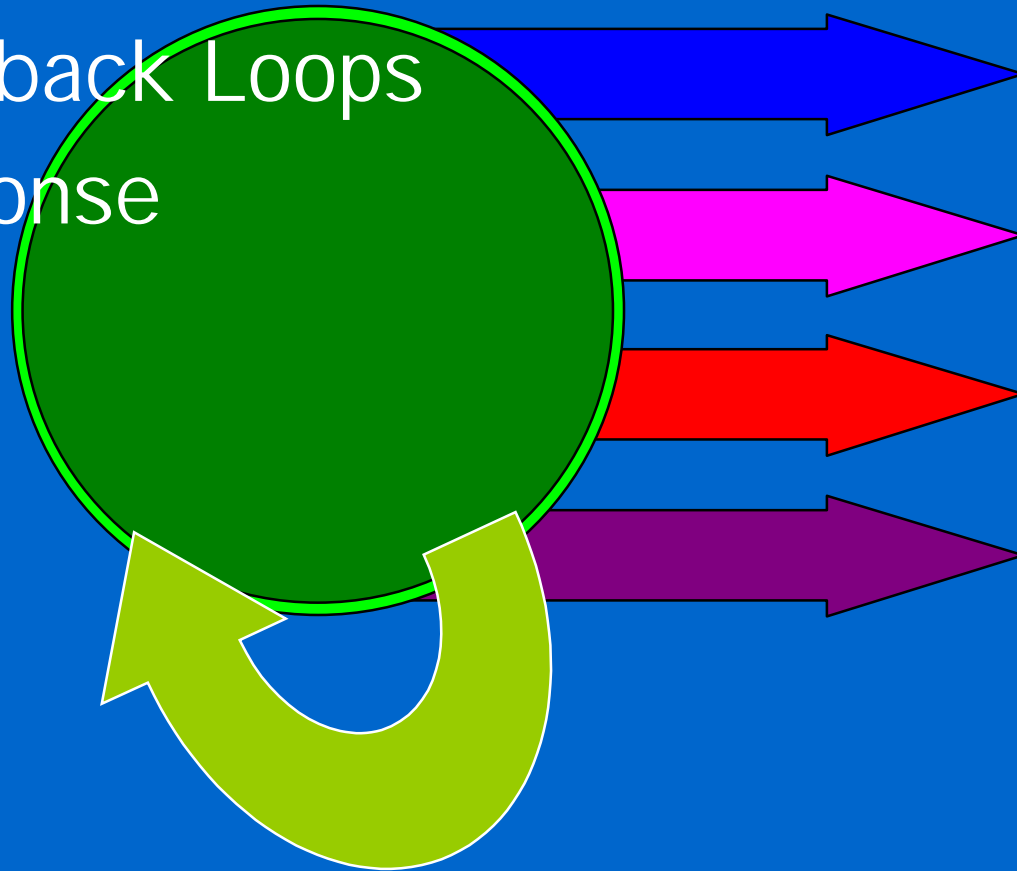
- Address
- Transactions
- Automate



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Measure

- Feedback Loops
- Response



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 opportunities within a corporate family



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Intelligent Marketing:

Not an option - a *REQUIREMENT!*

Begins with
understanding who
your customers are ...

Data Mining Discovers:



**Cash
Cows**

Data Mining Discovers:

Uncut
Gems



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Data Mining Discovers:

Treasure
Maps



Customer/Prospect Modeling Research

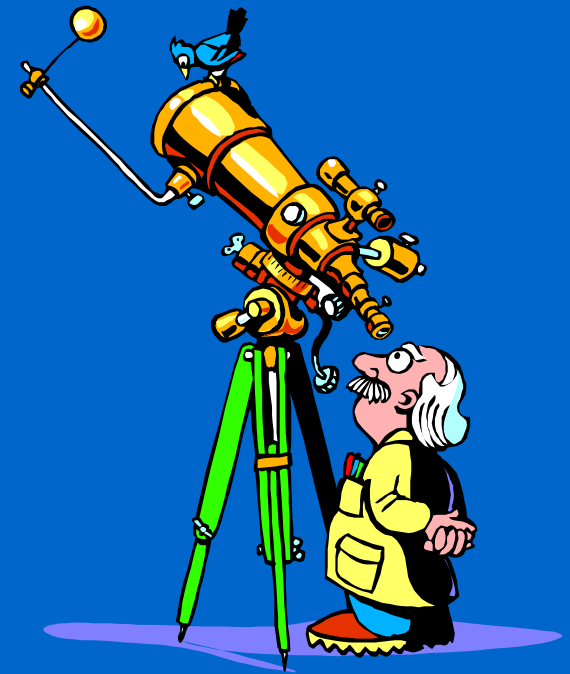
Modeling Customer File
Using
Internal & External Data

Present Offers
To Profile Groups

Response
Analysis

Data
Entry

Customer/Prospect
Target Marketing

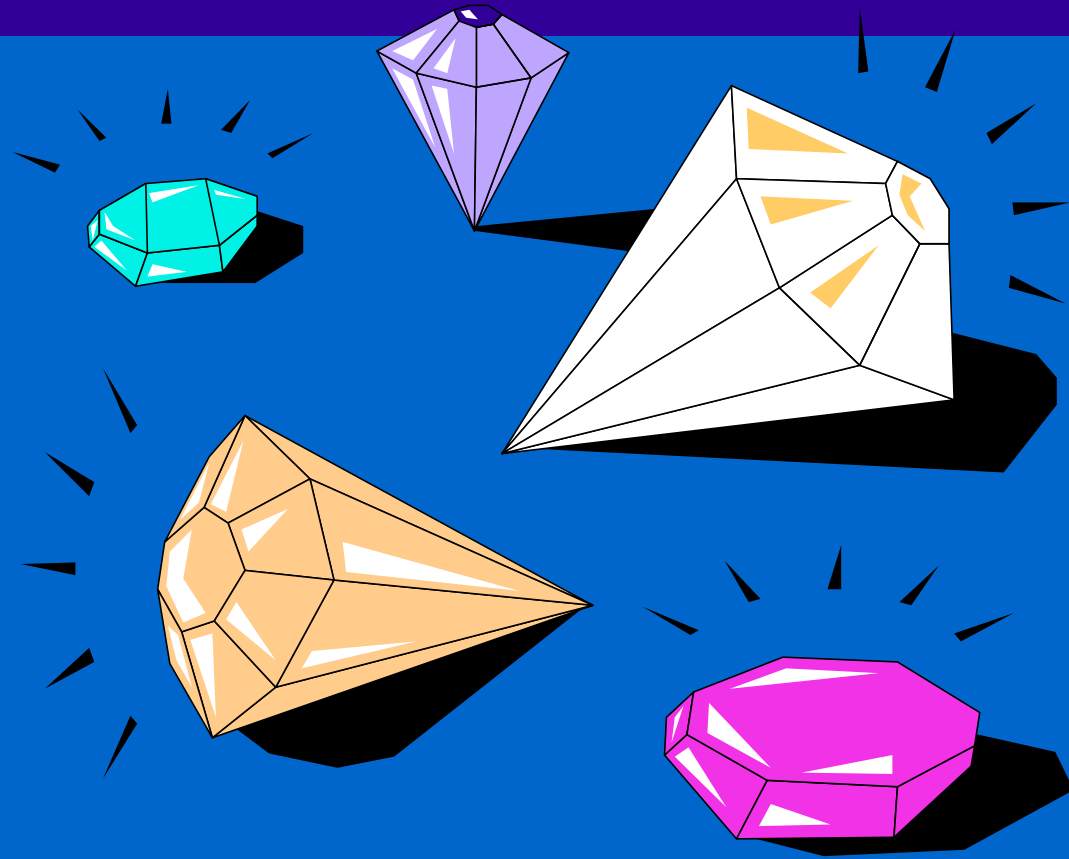


.....Discovers:

MORE Cash Cows



.....*Discovers:*



Polished Customer Gems!

Acquire New Treasures

- Select Gemstones by Offer
 - Map out the Territory
 - Strike the plan



• *Go for the Gold !*

CONCLUSION

Database Marketing is NOT a trivial pursuit.

Requires continued analysis to improve ROI and update methods to assure accurate targeting.