

Database Management *Make the most of your data with expert maintenance*

Customer data is a valuable business asset. It provides you with insights that can help you establish your competitive advantage, acquire and retain customers, and drive profits. But gaining true insight from your data requires that it's structured properly, updated accurately, and maintained and applied with precision. With our robust and flexible suite of database management services and tools, QuadData Solutions enables you to fully tap the potential of your data for the successful development and execution of your marketing strategies.

Database Strategy and Conversion

Our database management and analysis experts will work with you to thoroughly assess your current and future needs in creating a marketing database. We'll then build, host and maintain your database in a structure that is appropriate and flexible for ongoing programs. All data is hosted in our dual-active, secure, onsite data center and managed by our team.

Data Refinement Services

Data Cleansing and Maintenance

It is impossible to accurately analyze data that lacks quality and consistency. Consistent data produces more effective personalization and messaging, and better overall results. Based on your needs, QuadData Solutions will ensure optimal data quality through a multitude of data cleansing services such as:

- Address Hygiene
- National Change of Address (NCOA)
- Data Parsing
- Merge/Purge

Data Overlays

Data overlays allow you to append demographics, geo-census and/or household data to your current database file. We'll work with you to find and apply the data overlays that best fit your strategies. We can overlay basic census area data, or you can choose from thousands of household or individual level data elements for more targeted campaigns.

Marketing Analysis and Reporting

Our marketing database analysts can help you gain additional customer insight through database research and analysis. Before and after each update, our experts browse your customer data to identify patterns and trends that would not be apparent with standard database queries. Our analysts partner with you to understand your objectives and provide you with reports that can help you better identify opportunities for more targeted and higher performing marketing programs. These reports can include RFM, Customer Profiles, Spatial Analysis, Linear Regression, CHAID, Product Affinity and more.

Through historical and statistical analysis, QuadData Solutions will also help you better understand your customers, from demographic characteristics to buying patterns and behavior. With our

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We'd like to tell you more

At QuadData Solutions, we offer comprehensive data-driven marketing capabilities that can be tailored precisely to your needs. For details, please contact us today.

comprehensive marketing analysis you can:

- Profile customers
- Track responses
- Identify product affinities
- Create customer segments
- Develop new product segments
- Recognize trends
- Determine lifetime value
- Establish individual customer profitability
- Identify efficient list rental strategies

Variable Data Application

How you apply this analysis can truly impact your business. For the most effective execution of your data-driven marketing strategies, our Variable Data Print capabilities allow you to personalize your printed pieces with variable text and images that focus on your customers' unique needs and interests. With more relevant messages, you can dramatically improve your response rate.

Promotional Channel Matchback Database

Tracking and measuring each customer contact and offer is essential for any business to determine its success. Using transactional data from your database, QuadData Solutions can perform multi-channel analysis to match the customer response to the promotional channel that triggered it. This helps you establish the source of each order and the catalyst behind it. Find out what campaign, channel, version or offer triggered your customer's response. Did an offer in the catalog drive a response via the Internet? Do retail site responders differ from direct mail or Internet responders? This information is critical for adjusting future marketing efforts and allocating resources.

List Rental Fulfillment

Our list rental fulfillment services provide you with an economical way to maintain a secure, cleansed and current database, all of which potentially lead to increased list rental revenue. Our capabilities include:

- 24-hour fast and dependable turnaround times
- Comprehensive file overlay and enhancement options
- Select capabilities based on any criteria
- Flexible output options and formats
- Real-time report options for data card updating
- Ability to flag and omit prior usage records
- Ability to flag usage per list broker/mailer
- Seeding for quality control and tracking
- Reporting to track rental sales on multiple criteria (mailer, month, etc.)
- Enhanced query capabilities
- The ability to keep list current with updates to database with additions, changes and deletion records as often as you like.