

Database

Whether you are communicating with your customers electronically or through direct mail, we can support all your data processing and management needs. We accept data in any format, including original documents, standardize records and append customer information that you may acquire.

Our database technology is designed to create stable, customized databases that seamlessly integrate with your existing resources. We can develop response sites to capture customer response from all marketing and advertising campaigns, as well as transactional data from ongoing CRM programs. Data is then migrated to your interactive customer database.

Using database queries and regression programs we help you segment customers into clusters ranked from the most valuable to the least to determine the best communication plan (type, frequency) for each segment. That way you can truly deliver the right message at the right time to the right customer, and manage your ROI.