

■ Market Segmentation

Proprietary analytical reports enable our clients to use their data effectively to communicate and promote to customers, and to prospect for new customers. Profiles provide clients with a snapshot of fields in the database at any given time, which guide marketing decisions. The result is more focused and efficient use of data for customer relationship marketing and sales efforts. Queries are used by groups within an organization to extract data and activity on specific database segments.



Benefit to you

Profitability. Targeted marketing efforts to qualified audience segments are efficient and cost-effective.

Rationale

Timely and actionable database-driven reports enable you to make intelligent business and marketing decisions. You can determine what segments are appropriate for specific promotions and identify unprofitable segments that should not be promoted.

Implementation

Access CRM works with you to identify the data that influences or determines purchase behavior. We can prepare queries for any segment, or you can query independently through our secure online interface.

We provide clients with a snapshot or profile of their business, typically on a weekly basis, giving them a profile count of new activity and a complete profile count of the updated database.



- Data Collection Service
- Database Design System
- QTS Knowledge Profile System