

Using your data can pay dividends

The records you keep about your customers and what and when they purchase from you are the building blocks you can use to grow your business or organisation. Mail and Print can show you what is possible with the data you have. From simple address records and some basic purchase history it is possible to:

- Profile your existing customers and then use that profiling to identify new prospects
- Send out highly personalised mailers that celebrate birthdays or other anniversaries
- Send communications that use images and text that are more appropriate to the recipient for example whether they are male or female, married or single, older or younger
- Identify which services or products have been purchased and then introduce product or services which would be beneficial
- Set up Personalised URL's and add as part of a call to action
- Identify geographic "hot spots" where your client base is stronger than average and help you to analyse the contributing factors so that you can replicate them in other areas
- Send reward or loyalty offers to long standing customers

Even basic data can produce information that can be used to improve the relevance and effectiveness of you communications. If you then start to add in data from web analytics then the degree of personalisation can be focused even more.

If you would like to find out what can be achieved or more information then please call Chris or Justin on:

0800 1300 960

Quick Facts

- Researchers at MIT and Wharton found that firms who take a data driven approach to decisions get 5%-6% better results
- McKinsey estimates that big data can increase profits in the retail sector by 60%
- In 2010 McKinsey estimated that 1.5 million additional data managers and analysts are required to maximise the data available
- The price of data storage is coming down – in a 2011 at a conference Kevin Kelly reported that all the world's music can now be stored on a \$600 disk drive

Mail and Print are charming, efficient, quick and so easy to work with. Michael and Paul should be sainted!

*Membership Co-Ordinator,
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