

data *pro*TM

database optimisation

including
data *pro*^{plus}
database optimisation

...FOR MORE SALES AT LOWER COST

WITH MARKETS
BECOMING EVER
MORE COMPETITIVE,
ACHIEVING SALES
GROWTH REQUIRES
MARKETING TOOLS
THAT ARE UP TO THE
CHALLENGE.

Your marketing database is a mine of vital information which, if identified and analyzed correctly, can be turned into profitable sales.

Business data deteriorates at a rate of more than 40% a year, so it's essential that the details you hold are brought up-to-date before any analysis is performed.



PACK A BIGGER PUNCH

MARKETSCAN'S
DATABASE OPTIMISER,
DATAPRO™, REJUVENATES
YOUR MARKETING
DATABASE INSTANTLY -
TO GIVE MORE BUSINESS
AT A LOWER COST.

It turns poorly performing, old data
into high performing, clean data
and identifies where your market
penetration can be improved.
DataPro™ provides:

- Increased sales opportunities
- Less waste and lower costs
- Enhanced company image
- Improved ROI



HERE'S HOW IT WORKS

Data is extracted from your database, where response is below requirements and 'goneaways' too high. Unidentified duplicates and out-of-date contact names are just two of the problems addressed.

DATA INTO DATAPRO

DataProTM

Database Optimiser

Checks, Cleanses, Enhances, Expands

- Corrects inaccurate records
- Adds missing data
- Removes 'goneaways'*
- Removes duplicates
- Checks email address formats
- Flags illegal data
- Identifies profiles of best customers
- Calculates market penetration
- Identifies the sizes of your untapped markets

DATA OUT

Fresh, rejuvenated database returned to you. A final report summarises the findings and shows the improvements made to the data. It also includes details of your best customer profiles, market penetrations and sizes of untapped markets with the highest potential.

*Charged separately



ADDRESS YOUR BEST UNTAPPED MARKETS WITH DATAPRO PLUS

DataPro Plus™ performs all the rejuvenating functions of DataPro™, but additionally expands your database with the supply of new sales leads with the highest potential from Megabase™. These new contacts allow the untapped markets identified in the DataPro™ report to be targeted immediately. Can often double the size of your potential market.

DataPro Plus™ turns poorly performing, old data with limited market penetration into high performing, clean data with a major market penetration.

YOUR DATA IS SAFE IN OUR HANDS

We also carry out consultant led, database improvement projects for clients wanting a tailored solution.

Get more from your database NOW.
Call our dedicated account team on
01243 786711 or email them at
info@marketscan.co.uk. They are here to
help you achieve the best data solutions
for your campaigns.

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database optimisation

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CASE STUDY

BUSINESS TO BUSINESS EXHIBITIONS

SOLUTION

DATABASE OPTIMISATION

“After extensive testing against Marketscan’s big name rivals, their data consistently outperformed the others,”
Ian Heptonstall, Managing Director, Business to Business Exhibitions

Background

Business to Business Exhibitions (BtoB) creates and delivers business support projects and events for a wide range of clients. Their clients win an average of £20,000 of new business for £1,000 invested. A key component in the success of BtoB’s projects is its ability to effectively target new business prospects and manage its own customer databases.

Objectives

BtoB required two database services to help win more business: better quality marketing data on existing customers and new lists of prospects. The data needed to be targeted, responsive, cost effective and precise.

What we did

Marketscan carried out an audit of BtoB’s 140,000 existing records and highlighted which records could be improved. The database was cleansed, enhanced and enriched which resulted in more precise targeting, improved repeat business and a saving in costs. This audit is now provided by Marketscan annually. Marketscan also now supplies marketing data on a regular basis, providing targeted lists of new prospects from its Megabase of British Business, which are matched to BtoB’s selection criteria. This prospect data is updated every month to allow BtoB to target companies by size, sector and area.

Client benefits

As well as providing better quality data, Marketscan achieved a *“great turnaround time”*. Ian Heptonstall, Managing Director of BtoB, said: *“After extensive testing of response rates against Marketscan’s big name rivals, their data consistently outperformed the others. As a result we have developed an extremely close partnership with the Marketscan team. Since formalizing this partnership we have grown 20 per cent year on year and great quality data has been an important element in this growth.”*

BtoB’s clients are also benefiting. “A number of our clients buy into our data. With Marketscan we can provide a breakdown for each client by, for example, geographic area. Our clients find this invaluable and the team at Marketscan is always on hand to help and provide an excellent level of customer service,” Ian Heptonstall added.