



**Overview of  
Integrated Data Base Marketing**

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# The Need for Integrated Marketing Data

“A panoramic view of the customer is only possible with an analytic view of the customer.” -- META Group

“Analysis drawn from comprehensive data can go beyond personalization, cross-selling, or up-selling- it can transform a company’s relationship with its customers.” -- Information Week

“In order to compete in a truly customer-driven manner, the 1:1 enterprise must integrate its entire range of business functions around satisfying the individual needs of each individual customer.” --Peppers and Rogers, *Enterprise One to One*

“Information is power, and power creates value.” -- Watts Wacker, *The Visionary’s Handbook*

“We want to become the predominant provider of a range of value-added services that will help our customers...” --Bernie Ebbers, CEO, MCI WorldCom

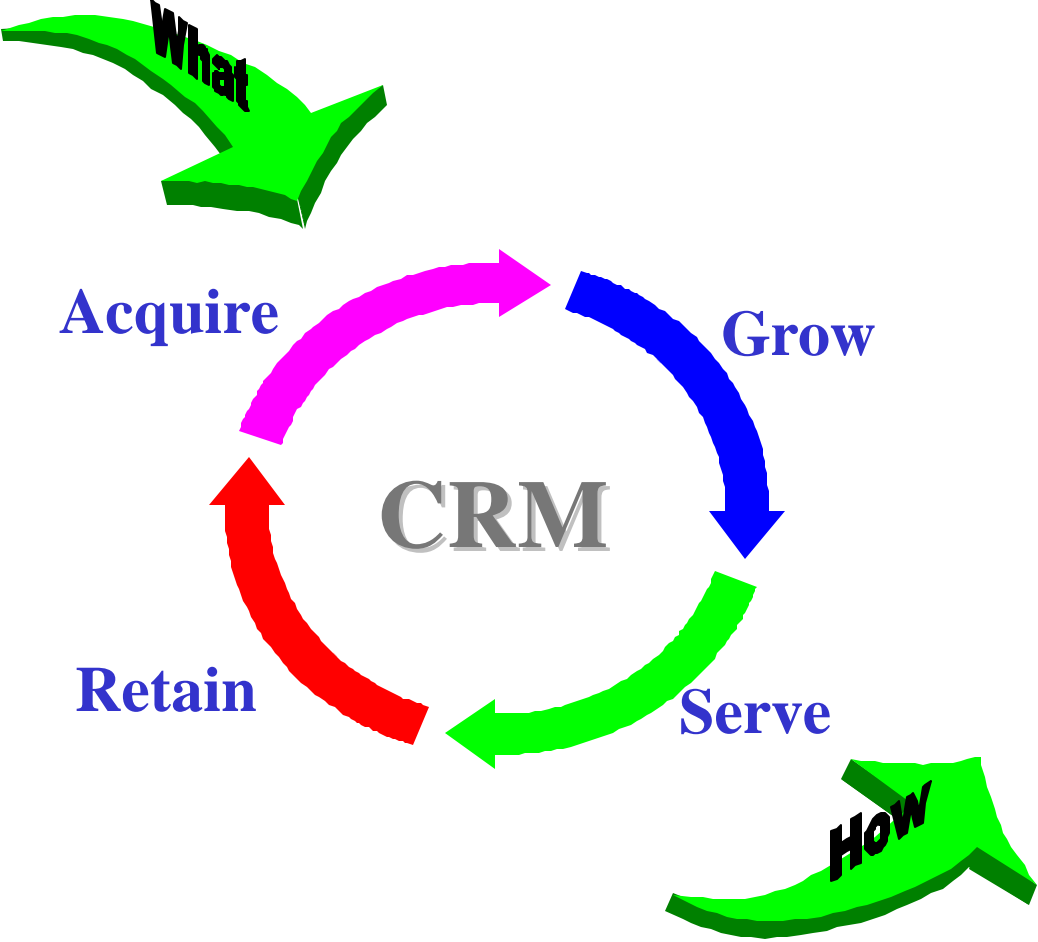
“CRM is ...about understanding, and thereby owning, the customer experience.” --Jill Dyche, *e-Data: Turning Data Into Information With Data Warehousing*

“You need a single source of clean and consolidated customer information to do customer relationship management and e-commerce well.” -- Patricia Seybold Group

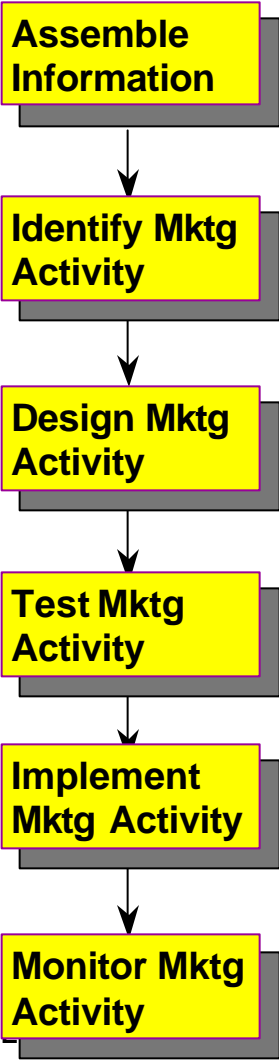
## Ask yourself these questions?

- How many campaigns do you conduct each month?
- How long does it take you to generate a lead list?
- How good are those lists?
- How do you decide who to target in a campaign?
- How long does it take to build your analytical models?  
Where is the work effort?
- How effective are the models in improving take rates?
- How long does it take to receive campaign results?
- How are campaign history and results stored and used?
- How many Marketing & Product Managers have access to customer data?
- How long does it take for them to get needed data?
- How long does it take to update your data warehouse?

# Process automation enables performance improvements

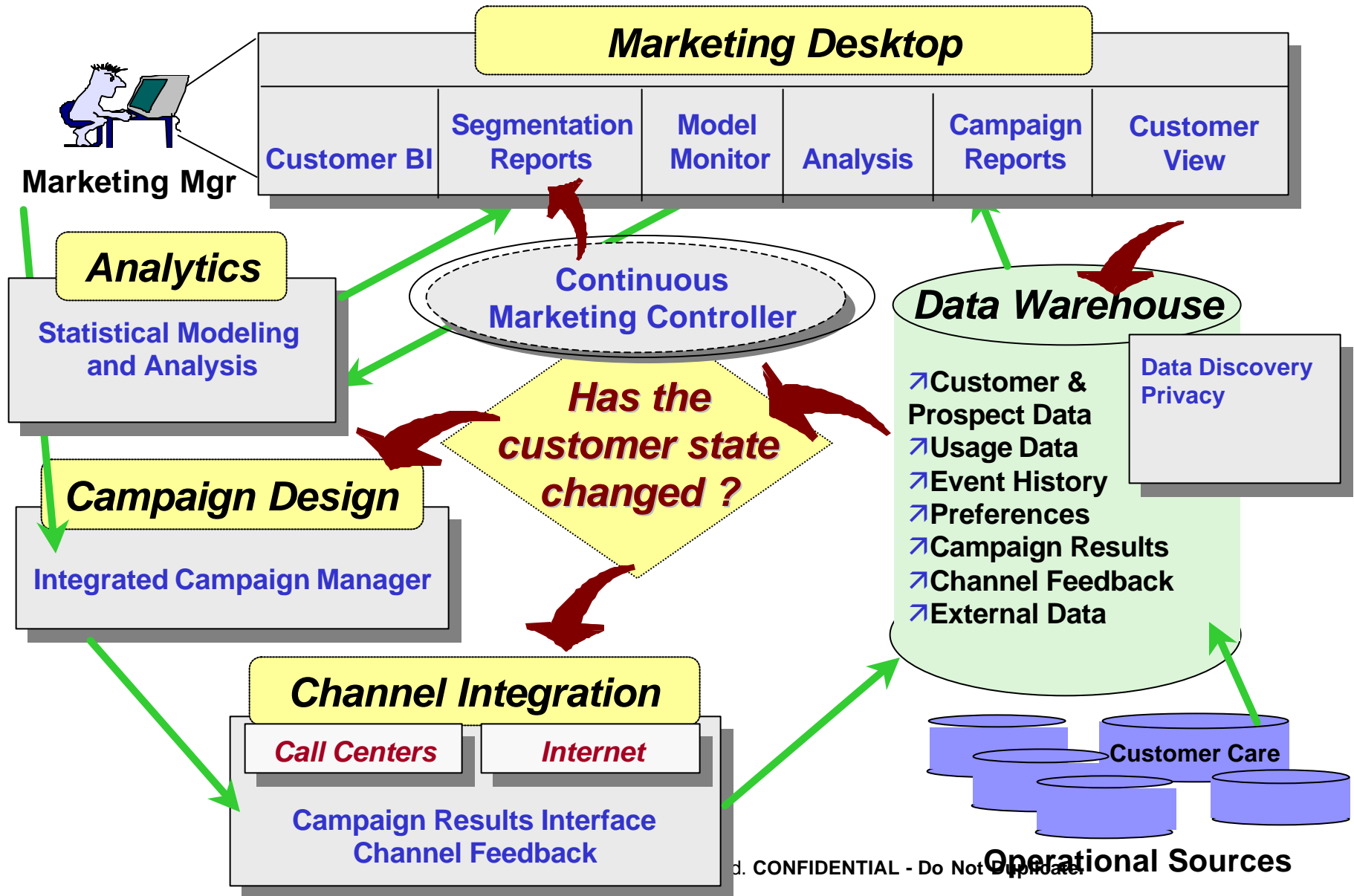


## Process Stages



Automate

# Automating CRM: Monitor behavioral change



# Architecture & Repository - support the key processes

- Planning and Analysis Functions

- ◆ Reporting

- Standard
- Ad hoc
- Quick counts

- ◆ Data Mining

- Predictive modeling
- Scoring
- Sampling

- ◆ Graphical Analysis

- Data Visualization
- GIS

## Operational Functions

- ◆ List Hygiene

- Address standardization
- Householding/deduping

- ◆ List Generation

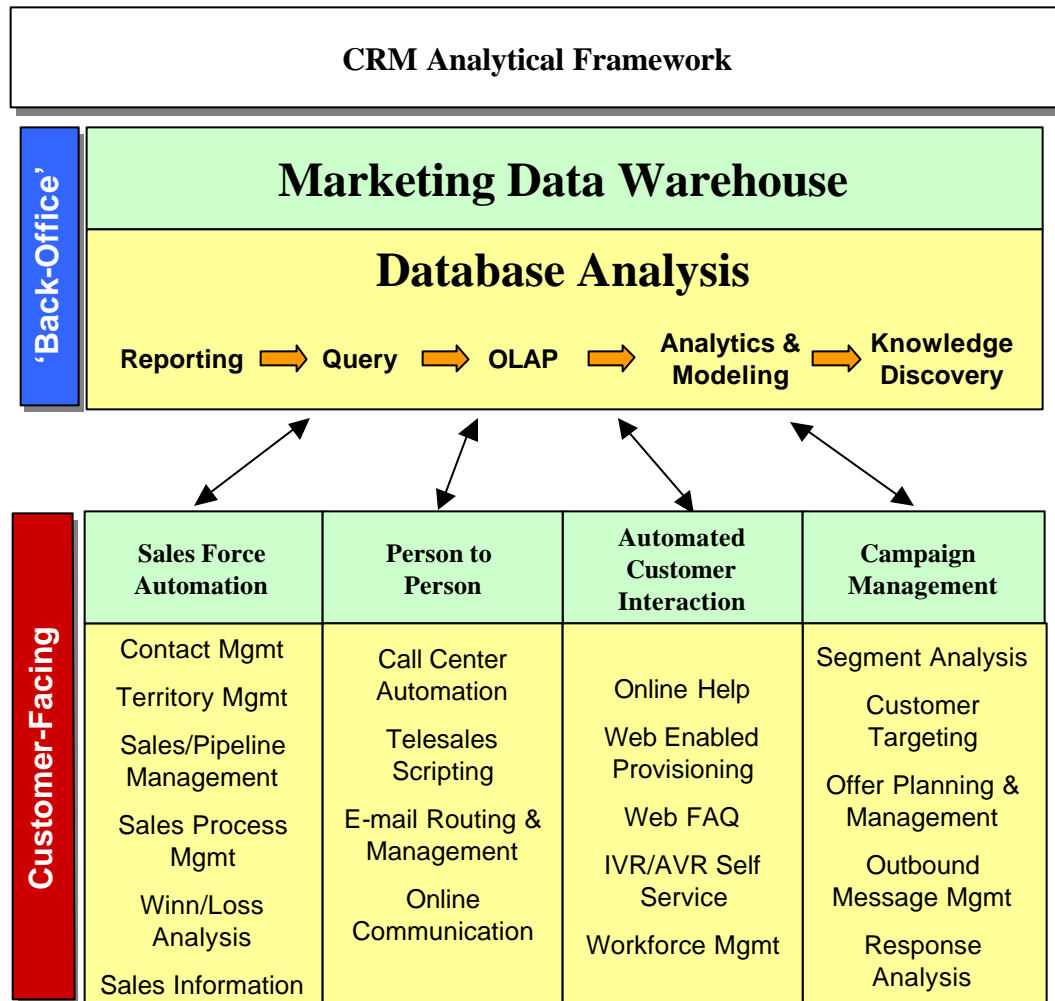
- ◆ Promotion Tracking

- Record contacts
- Record both direct and inferred responses

# Campaign Engine Functionality

- Profiles
  - Customer Profiles and List Profiles performed within tool.
- Counts
  - Counts performed within tool prior to list generated for campaign
- Test Cell Creation
  - Test and Control groups (splits, random selection, etc.)
- Views and Reports
  - Metrics available on campaign performance as well as multiple campaign reports
- Financial data
  - Allows input of data for campaign metrics
- Scheduling Features
  - Can define time, length and frequency of campaign
  - Can cancel campaign
- Campaign Registration for DM, OTM, ITM and Event Campaigns
  - Can define campaign and hierarchy
- List Generation
  - List generated and output a flat file to FTP server, CDs and database.

# Integrated building block approach



## 1. Start with the Marketing Data Warehouse

- Build in small “chunks”
- Use an application portfolio approach
- Add data & tool functionality with each new application and/or release

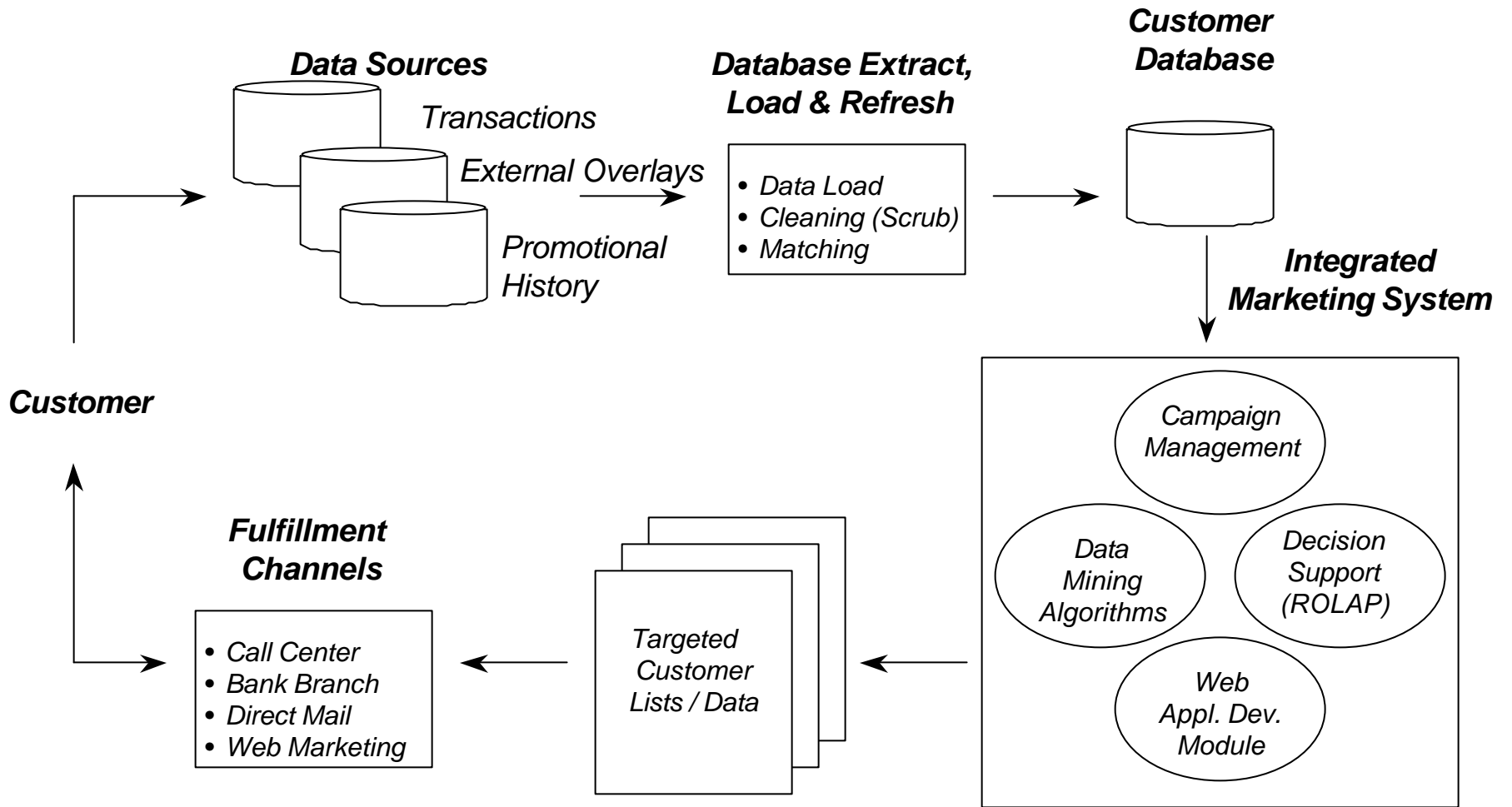
## 2. Enable “data to the desktop”

- Teach user skills in using data
- Implement a suite of query/reporting and analytic tools
- Increase business knowledge and facilitate action planning

## 3. Integrate customer facing capabilities



# The Avenues Solution



# Summary

