



All of your marketing data in one place

Need marketing data in one place?

This is how we can help



You supply

Sample data exports from your website, tills, email systems etc, and your direct marketing objectives



We provide

Data assessment, system designed to suit your business, needs and budget, and a proposal with detailed costs, specification and benefits



You gain

A Single Customer View with the ability to communicate individually with more relevance and measure the results directly

Online sales, email newsletters, loyalty schemes and EPOS tills all create valuable direct marketing databases, but can also create a real headache when a linked-up single customer view is required.

Step forward **Send One View!** Developed to work alongside your existing IT, our bespoke system pulls data from your various information sources into the OneView database to create a single record for each customer and giving you a clear view of the big picture.

One View offers a flexible, scalable and cost-effective way to assess your customers' spend value, behaviour, sales history and response to others.

See the whole picture

Single Customer View

Proven Result → VW Fleet

Challenge

The VW Fleet Services database needed to link to data supplied by the VW dealer network, as well as to data lists produced at a series of driver-days and fleet exhibitions – but it didn't. Without a single view of the prospect data, there was a risk of duplicating marketing activity or missing large numbers of prospects from promotional activity.

Solution

The Send OneView single database quickly rounded up all of VW Fleet's various data sources into a single view. Address lists were cleaned and reformatted to allow for comparison and accumulation, and value-adding details such as business classification, number of employees and turnover were appended from external business data sources.

Result

Our database management system made identifying and removing duplicates, supplementing missing details and enhancing contacts simple. The resulting new and improved data file was used to carry out a range of effective direct marketing campaigns.

Call us to discuss your requirements:

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