CUSTOMER PROFILING & PROSPECT TARGETING

data|hq
The Data Marketing Specialists

CUSTOMER PROFILING & PROSPECT TARGETING

Our experienced Insight & Analysis team will work with you to help you understand the who, what, when and why from your customer data.

Whether you are targeting business or consumer prospects, to be able to effectively communicate with them you need to understand who they are. An integral part of planning your marketing strategy is to gain a detailed picture of the age, gender, location, industry and other demographics that make up your customers.

Gaining a true understanding of your existing customers, will enable you to target similar prospects to acquire like-for-like new customers, or identify gaps within the current client base.

KEY FEATURES & BENEFITS:

- Understand your customers and their behaviour, to improve planning and communications
- Use the data to predict future behaviour of both customers and prospects to help drive marketing plans accordingly
- Identify the best type of prospects to target for use in acquisition campaigns
- Project campaign response and forecast scenarios
- Save money by only mailing customers and prospects with a propensity to respond
- Identify risks and opportunities

WHY USE CUSTOMER PROFILING TO IMPROVE TARGETING

Data profiling uses a variety of statistical techniques to compare two or more datasets and identify the variables such as:

For Business data
- SIC Code/Industry description
- Region
- Employee size
- Turnover
- Premises Type
- Contact Job Roles

By profiling your customers we can score prospect data and provide reports that will help you understand the key characteristics of your current customers.

The first stage would be for you to supply us with your customer database, which we then carry out market penetration analysis to see the types of customer who best represents your client base. Using our extensive in-house files we can match and enhance your records with additional information to give you a better understanding of your customer norms:

Business data
- Industry
- Company Size
- Turnover

This information can be used to inform marketing strategy or as a tool to select the best new prospects for your acquisition promotions.

Using graphic representations of the modelling results, such as Gains Carts and Financial Graphs, you can see how to hit the sweet-spot in your data selections. This enables you to save campaign costs and improve ROI by focusing your efforts on those customers who are most likely to convert.
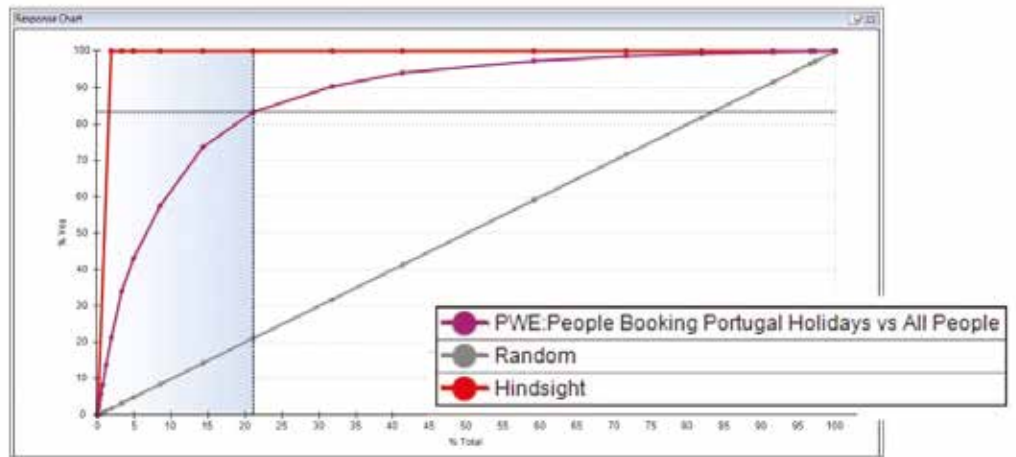
HOW DOES IT WORK

We always look to tailor a solution to your specific requirements, however these are our core packages:

Bronze - Using your customer data, we provide you with market penetration statistics for each applicable variable. We can also identify the best available prospect data.

Silver - Building on the bronze report, we identify more complex hidden relationships and insights. We help you to build a detailed picture of who your customers are.

Gold - Fully bespoke service. Including all the above we also use your transactional data to examine the true value of different groups of your customers and their value to your business.

WHY CHOOSE DATA HQ

Our extensive client list choose to work with us because, since 2001, we have built a reputation and expertise in maximising sales and marketing results through intelligent data usage.

We work with our clients to understand their customer and prospect data, implement database solutions, improve data quality, and profile customers to inform insights and strategic planning.

Our experienced team will work closely with you to document the business requirements through a number of detailed scoping workshops. These workshops will involve parties from the different areas of your business to inform the best possible outcomes and project delivery.

At Data HQ we focus on implementing a bespoke system to deliver your unique business requirements.