



# Data Management

Intelligence not Data

Data Management  
Consultancy & Planning  
Maintenance & Cleansing  
Research: Leads with Needs  
Hosted Environment

**Information is king! Good data allows clear thinking and communication.  
 Poor information results in misinformation or misdirection.**

**Data Management – Intelligence not data**

Through recent competitive pressures in our traditional markets of IT and Technology, our clients have the need to think beyond simple data management.

Anderson Baillie has pioneered the approach of Strategic Business Growth application. In short, why use the data, when, for what benefit and how can it be used more effectively?

To help in the delivery of this smart data use, we have developed new data servicing approaches.

**Anderson Baillie Business Information and Intelligence Solutions**

<p><b>Database Auditing</b></p> <p>A complete assessment of marketing data, the use of cleaning and de-duping, current status analysis and the availability to the enterprise. We will then assess its use throughout your marketing programming.</p>	<p><b>Data Sourcing</b></p> <p>The creation of new target audience sample frames, or the auditing and gap analysis of existing data to complete demographic profiling, or customers, prospects, or to complete the need for propensity modelling.</p>	<p><b>Warehousing &amp; Mart Creation</b></p> <p>The development of 'data warehouses' or 'datamarts' to improve data use and marketing programme performance across different types of media.</p>
<p><b>Campaign Management</b></p> <p>A complete automated and e-driven approach to integrated marketing campaign planning from strategy through to delivery of programmes using refined 'data warehouses' or 'marts.'</p>	<p><b>Research &amp; Intelligence Services</b></p> <p>Having created a 'clean-data environment' our analytical tools and research services allows for focused lead development, new market testing, new product launch and improved sales engagement approaches.</p>	<p><b>Maintenance</b></p> <p>Managed either as a complete outsourced function or portal access to client held warehouses, the data maintenance services package helps clients maintain their data resources, and maximise a continual data quality refresh approach.</p>

**Integration & Interface to Marketing & Sales**

**Consultancy & Planning: Creating a sustainable data life plan for your business**

Your data shouldn't be simply a reactive repository of noughts and ones, it should have its own 'life plan'. This plan has long-term development initiatives and short-term amendments, tied to not only marketing data and sales contact management, but all functions of the business from board to new product development, channel to new business or customer acquisition. Above all, the long and short-term development of the data is planned and synchronised – i.e. rather than random or reactive data up-keeping, it should be a library of evolving profiles – for individual companies and contacts.

For too many companies, strategic thinking is conducted in isolation of data and content. Few consider first the data life cycle, how it is to be evolved or driven and then plan and execute this growth. This requires a data strategy approach, which begins by looking into corporate or strategic development – and evolves through the targets which are created to achieve such corporate goals.

Having a data life plan is a great way of evolving and provides a foundation for managing your information. However, with increasing use of the data protection act and the convergence of UK with European directives on data and content use, we now have to be that much smarter in the use of data.

Through the creation and reference of Strategic Use Data Audits, gaps in the data application are swiftly identified to determine effective use by functions and planning levels. These are always relayed back to corporate goals and planning processes of the business.

Understanding buyer requirements is a key component of a successful campaign and can help determine all aspects of your marketing mix. Using good customer information, customers needs and wants can be established, showing how you can communicate the right message in your next campaign or determine the next effective strategic move in business.

Anderson Baillie works with clients to turn data into useful information and helps develop propensity models that can be used to answer essential fundamental questions including:

- How many customers do you have?
- Who are your "best" customers?
- How can you identify buyer requirements easier?
- What is your current market penetration?
- What is the extent of your market opportunity?
- Who should you target for retention/loyalty programmes?
- How can you best manage internal sales resource?

**The Anderson Baillie Value Model for Information Management**

<p><b>Data Management and Modelling Research</b></p>	<p><b>Campaign Management and Marketing Programming</b></p>	<p><b>Data Interpretation for Best Promotion</b></p>
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### **Maintenance & Cleansing**

We undertake a vigorous data normality testing procedure which includes duplicates are detection and merging, frequent tests against the preference lists to ensure your data is compliant to legislation. Research shows that business data decays at a much faster rate than consumer data. This is due to the dynamic nature of the business universe, it's a fact that B2B data decays at a rate of around 37.7% a year. Our in-house tele-cleansers periodically cleanse your data to ensure 100% accuracy at point of mailing, this in turn reduces wastage and increasing your marketing efficiency.

### **Research: Leads with Needs**

Database Management is an organic development using targeted pro-active marketing communication. Anderson Baillie helps our clients to utilise marketing data to maximise profitable lead generation. We have in-house cleansers and telemarketing teams who operate at different levels. From simple courtesy calls post campaign to a more intense targeted sales level to help you identify your prospects needs and act upon them.

We have always taken the approach of monitoring the effectiveness of all our outbound service mechanisms to maintain quality control and avoid any wastage. This information will vary considerably ranging from website statistics to reply mechanisms on direct mail campaigns. By utilising this information effectively your business will reap the rewards.

### **Hosted Environment**

Our hosted environment, should you choose this service, allows you to view, update and report on your data live 24/7 via a secure web environment. You are able to check campaign progress and view the results and responses as and when they are received. Our inbuilt crystal reporting feature makes it easy to view and save reports in either crystal or excel format. With accurate database management you will understand every aspect of your customers lives and also be aware of every factor that has a bearing on their decisions.

We can make information work for you at every stage of every project – whether it's direct mail or advertising, exhibition design or incentive programmes, websites, web portals or even webinars you will know the best way to target your prospects.

## **Further Reading and Information**

### **Integrated Marketing Communications**

Read about our Integrated Marketing Communications and learn about a smarter way to market.

[www.andersonbaillie-projects.com](http://www.andersonbaillie-projects.com)

### **About Anderson Baillie**

Anderson Baillie is one of the UK's foremost authorities in the delivery of technical business to business marketing working in IT and other complex product markets. Managing all marketing disciplines and communication programmes, Anderson Baillie is responsible for the creation of Integrated Marketing Communications, providing a strategic vision through to implementation and planning for accelerated revenue generation.

[www.andersonbaillie.com](http://www.andersonbaillie.com)



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Anderson Baillie Information Management.  
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