

**THE MARKETING**

**HISTORY DATABASE**

**LEVERAGING THE VALUE OF YOUR CUSTOMER AND PROSPECT DATA**



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# LEVERAGING THE VALUE OF YOUR CUSTOMER AND PROSPECT DATA:

## THE MARKETING HISTORY DATABASE

For all the talk about content being king and the context of the advertising being critically important, most marketers have known all along that finding their specific target audience is the real key to getting great results.

Technology now allows marketers to create, maintain and learn from an enormous amount of data about their customers and prospects. From this data, marketers can:

- Profile their best prospects and customers
- Develop high-performance segmentation strategies
- Build performance models
- Have a resource for intensive closed-loop metrics for solicit, response and conversion data that drives reports and analytics
- Create a continual process improvement program that builds new learning into each iteration of a given marketing program

In this brief paper, we'll discuss the components of what we call a Marketing History Database (MHD) as well as its benefits to marketers.

### MARKETING UNIVERSE MANAGEMENT.

We begin with as complete a list of prospects as possible, i.e., the “marketing universe,” coming from as many sources as necessary. The list is then put through data hygiene, postal standardization, distillation (de-duplication) and best-record processes. If any of the list comes from lead generation, all profile data and self-reported survey information is stored. List source is also tracked for future management.

This gives the marketer a clean, consolidated, de-duplicated view of the total audience at both a household and individual level. It also tracks legal and DNC compliance.

### SOLICIT HISTORY.

Within the MHD, we store direct mail and email campaign history with specific details about the messaging, offer, creative, drop date and other test variables.

This database of solicit history allows the marketer to comprehensively analyze performance by program test variables down to a very granular level. Contacts are managed by automated business rules – e.g., “do not contact a high-value prospect more than twice monthly.”

### RESPONSE HISTORY.

The MHD stores response data from all channels, such as call centers, campaign-specific websites and CRM platforms. With daily updates, this data can drive automated fulfillment programs very quickly.

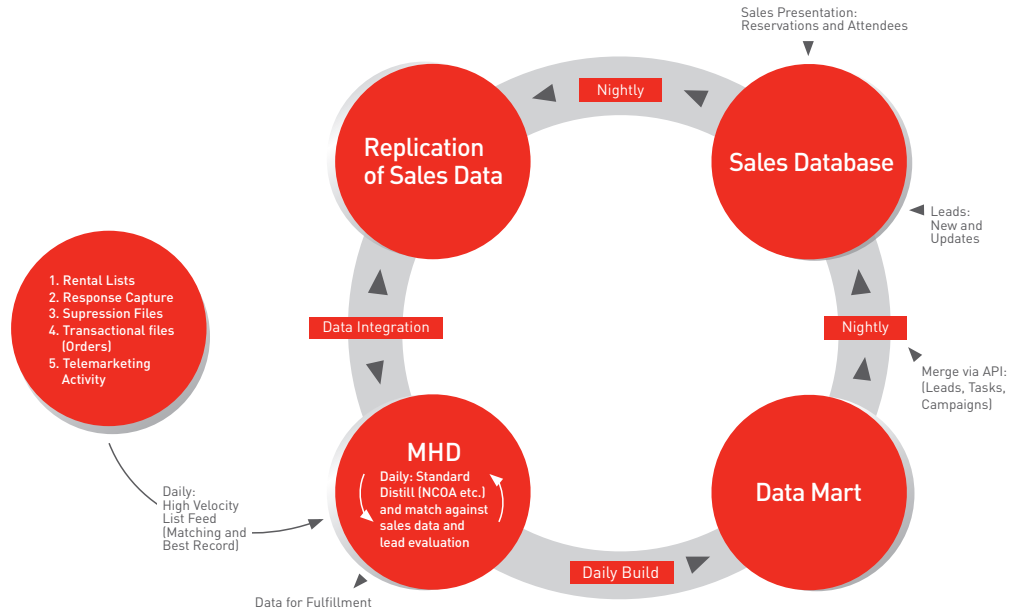
This multi-channel response database allows the marketer to gain consolidated insights into response analysis across all channels on a regular basis – including responses from non-addressable media such as DRTV, print ads, online display advertising and SEM.

## CONVERSION HISTORY.

We continue to track and measure every point along the sales process within the MHD by integrating with CRM platforms and taking transactional data feeds. With every transaction, we can calculate the prospect's current place in the sales or customer lifecycle.

This kind of detail allows regular ROI analysis of which campaigns and even which variables are driving revenue and provides a single view of performance across all marketing channels.

## INTEGRATION BETWEEN MARKETING AND SALES.



*The Marketing History Database is more than a repository of all data from all sources (including sales automation systems). It also cleans and de-dupes data on a nightly basis so telemarketers, CSRs or sales staff have the freshest, most accurate data possible.*

## PUTTING IT ALL TOGETHER.

The MHD gives marketers the data they need to refine their targeting. With each campaign, market segmentation can grow in sophistication.

When one client tested lists based on data in the MHD, response rates increased by over 15%. The tighter targeting will only continue to improve response rates and reduce waste. The MHD allows the client to spend less and get more.

An MHD brought order to chaos for another client. Every two months, each regional manager decides what creative executions to test and which offers to feature. Geographical constraints for a region may change from mailing to mailing as more areas are opened. With the MHD, we support sophisticated mailing criteria for as many as 60 markets in next to no time – cutting days off the schedule.

The database can also answer questions like:

- Who has been solicited, by name
- Who has responded, by name
- Which households have been solicited, regardless of the channel of contact (mail, email, etc.)
- Which solicitation they responded to (direct mail or email message, offer and mode of response)
- The list source for those who responded

This means we can be sure to change the package and even the offer, in rotation, every time a household or individual receives a marketing message. Since the entire solicitation history is maintained by the database, this isn't a guess based on the lists that were mailed during the last campaign – it's detailed information that can be queried to create new mailing lists. New sources of names are consistently being added to the database. When a new list is loaded, it's matched against the existing universe using sophisticated merge/purge software. Contacts already in the database have value because multisourced names have a higher propensity to respond.

We can now:

- Produce a complex campaign within the same constrained schedule
- Quickly get counts across a large universe
- Consistently target local market geographies within a national program
- Target rural mailings based on proximity to current customers
- Demonstrate compliance with suppression rules
- Perform sophisticated package rotation strategies

The value of customer and prospect data is enormous. A Marketing History Database is an important way for businesses to leverage that value.

## WHO WE ARE.

At Hacker Group, we're driven by results and on reaching the specific audience where they live, work and play with relevant messages that will drive them to act. Whatever the industry, we are biased toward response. This drives all our recommendations and actions.

Hacker Group has become a leader in the complex and specialized insurance marketing arena. In January 2010 we established HeathHG, a dedicated insurance marketing practice. We've developed proven best practices and strategies that align what works with the rigorous regulations and audience needs of the category. And we don't stop. With every new challenge, we've evolved our approach and found ongoing success.

For more information about Hacker Group, please visit [hackergroup.com](http://hackergroup.com) or call 206.805.1500.