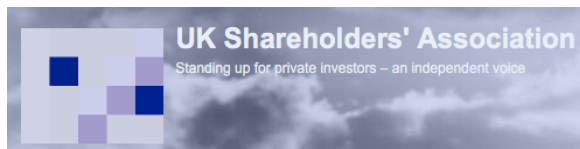




CASE STUDY

UKSA for Northern Rock – a comprehensive direct marketing strategy for UKSA



The UK Shareholders Association (UKSA) wanted to contact all Northern Rock (NR) shareholders in order to form an action group that would

promote the interests of Northern Rock shareholders.

A database of 78,000 NR shareholders was purchased and cleansed against the consumer files including the Electoral Roll, MORTA Screen, NCOA and GAS files etc, to ensure that all data was clean and up to date prior to Mailing.

The mailing was completed in 2 stages, the responses received and the additional information data captured by DBS. Each response was then responded to depending on whether the requirements were postal or by email. A database with contact information as well as history was maintained by DBS.

DBS HOSTING METHODOLOGY

To service client expectations, and deliver a comprehensive direct marketing strategy, DBS actioned the following steps:

Development of a master marketing database incorporating all current databases and ongoing feeds into the database.

Design and set up of a relational database platform that will create 2 separate repositories for consumer and business to business data including both UK and foreign datasets. One that will effectively

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interact with Webcount and will allow access to, and hold all, new feeds of data; whilst creating the opportunity for quick simple or complex data selections and outputs.

Identification of a procedure for the processing of all ongoing feeds of data from each source and subsequent campaign activities.

Development of a procedure for the cleaning and maintenance of all data already included in the master marketing database and for all new data added to each database on an ongoing basis.

Modification of the Webcount software to create an easy to use query and extraction facility for all the client's users.

Management of all processes and procedures relating to the database and all subsequent marketing activities (e.g. mailing fulfilment).

Development of increased understanding of the markets that the client serves and how those markets could be segmented.

Identification of variables (age, income) that could be used to effectively enhance the client database.

Appending of all response data collected from each campaign.

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