



DBS Data Enhance Solutions

Building out your customer and prospect data to drive better marketing communications

Challenge

I have lots of customers and prospects but know nothing about them

I need key insight and triggers to contact my customers with relevant offers

I want to tailor my marketing communications to be relevant to an individual.

I need insight to effectively segment my customers

DBS Data Enhance Solutions ensure that your customer and prospect data is as complete and detailed as you need it to be to run effective sales and marketing campaigns.

How does the enhance solution from DBS deliver this?

Our business and consumer data assets hold a wealth of information about consumers and business across the UK. By matching your data to ours, we can link the data and provide back key insight to allow you to create truly 1 to 1 customer communications and effectively segment your customers into different groups so that you can tailor creative, language and offers to suit the groups.

At a consumer level, we can provide insight such as:

- age and birthdays
- financial information such as income and investments
- Car ownership by make, model and year of purchase
- Household information such as house price, move in date, number of bedrooms and council tax band

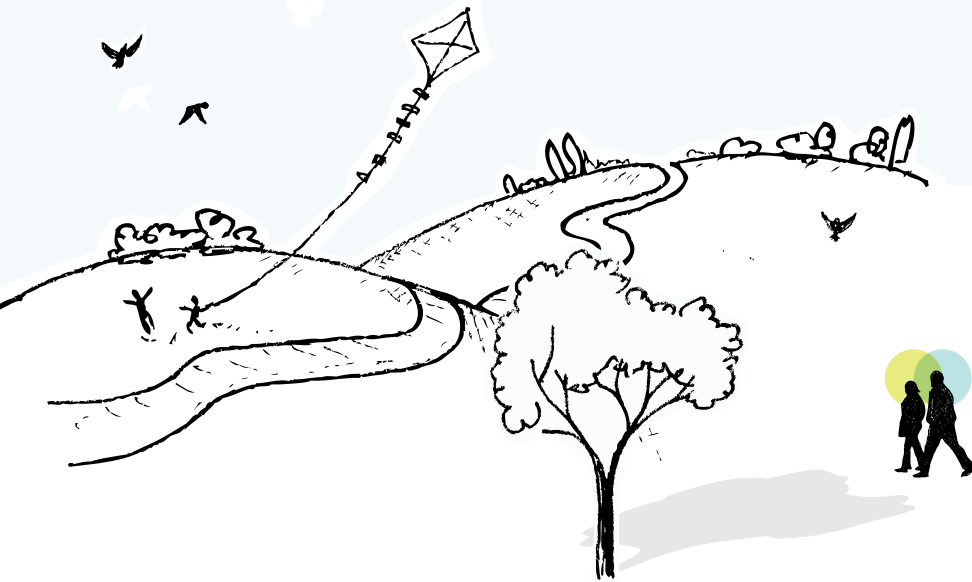
- Lifestage triggers such as movers and new parents
- Occupations including company directors (this can be linked to the business record)
- Personal interests and hobbies
- Insurance renewals for both car and home
- Telephone and email addresses where you don't have them

At a business level, we can provide insight such as:

- Business industry descriptions such as line of business and SIC code
- Company turnover
- Number of employees
- Profit / Loss
- Companies parents and subsidiaries
- Commercial Mosaic group
- Growth flags
- New contacts by job function and title
- Telephone numbers and email addresses where you don't have them



To find out more about our Enhance and other data solutions please contact us on 01245 397 570 or email thesalesteam@dbldata.co.uk



► **Case study**

An online retailer who only held very limited customer information wanted to understand more about their customers in order to engage with them and increase customer value.

Process

The first step was to look at their data. We completed an initial audit and found that we needed to bring together data from all their capture points which included transactional data via the website, enquirers and telephone orders.

This created a single view of the data and allowed us to ascertain buying behaviour, average order values as well as actives and lapsed.

We then focused on the actives as a first project and appended insight from our consumer file Lifebase. In addition we asked our analysts to overlay models of next best actions for each customer.

Various customer segments were created with a plan of how to interact with each group individually. A series of emails and digital activity were deployed to the segments and the results were measured by sales activity over the course of the campaign.

Results

Using defined segments and DBS insights, our client achieved a 16% uplift in sales in relation to the same

trading period from the previous year.

We were then further tasked to re engage with lapsed customers using the same methodologies and achieved a 9% conversion of the lapsed back into actives.

A communications strategy has now been implemented to interact with customers and prospects effectively to either uplift sales and engage more with the brand or re igniting relationships as soon as customers are seen to move into the lapsed groups.

About DBS Data
We are passionate about data... and we have been since 1994.

With a combined data expertise of more than 150 years we have a culture that encourages us to think outside the box and deliver creative, compliant marketing data solutions that really make a difference.

Our vision is simple... to be the most trusted source of compliant innovative data solutions.

Delivery options

Our flexible delivery options allow for our clients to have access to the most up to date, compliant data in the way that suits you. We aim to give you a quote for your data within an hour during business hours and once an order is placed will ensure the fastest delivery times.



Contracted Data Feeds – we supply your sales, marketing, data quality and insight data needs on a reliable contracted basis, whether this be daily, weekly, monthly, quarterly or whatever timescale makes sense to your business



Hosted Services – our data experts deliver a fully managed and compliant database hosting service for you so you don't have to worry about your customer data or campaign fulfilment, we do all that for you. You get online access to the clean, verified, enhanced data pool that you need to meet your sales and marketing requirements.



Data as a Service (DaaS) – take advantage of our data solutions on a self-serve basis via an API or online enabling you to manage your own customer data with the benefit of our leading edge solutions.



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