DBS Data
Analytics Solutions

Using data intelligently to better target prospects and customers

The consumer buying decision process has changed, your customers and prospects are now in control of researching their options proactively instead of being blasted with marketing messages that are irrelevant. Buying decisions today are based on brand presence, peer reviews, previous experience and ease of purchase in addition to the old buying factors of price, product, place and people. This gives marketers the challenge of delivering differentiated and personalised messages, through multiple channels to target prospects at the times they are interested.

The solution to this challenge is to deploy effective data analytics that deliver real insight into your customers and prospects, enabling your marketing teams to deliver the right information, to the right people at the right time to influence their decisions.

Good data analytics skills are hard to find and you often don't need them permanently so sometimes it is better to outsource.

About DBS Data Analytics

Our data analysis solutions deliver insight led CRM, marketing, digital and brand strategies by optimising the data (internal & 3rd party) to profile, segment and model customers and their behaviour on a project basis. We combine our data analysis expertise and our B2C & B2B data universes with your customer data to create:-

• Customer segmentation & profiling models
• Customer personas and portraits
• Behavioural analysis – giving clarity around your target audience purchase behaviour – frequency, value, channel etc
• Dynamic real-time customer profiles with next best action models
• Customer profitability and propensity to buy models

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To find out more about our Analytics Solutions & other data services please contact us on 01245 397 570 or email thesalesteam@dbsdata.co.uk

we are the **dma**

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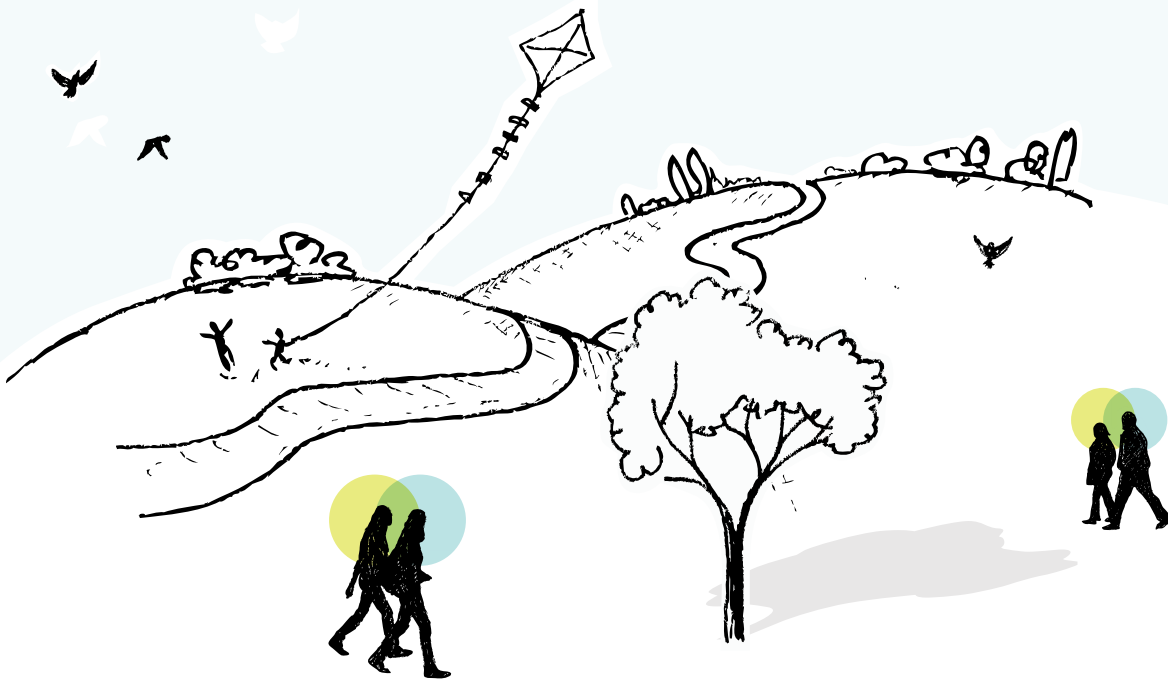
- Lookalike prospecting models
- Dashboards and reporting

We don't stop at the analysis and insight. Our teams of data experts are able to use the insight gained to help you to create targeted campaigns for multi-channel delivery that work.

Benefits of DBS Data Analytics Solutions

We have a team of experienced data analysts so that you don't have to. Our expertise enables you to:-

- Increase brand awareness with the right prospects
- Grow your prospect pool
- Acquire new customers
- Grow customer value
- Reduce customer churn
- Grow engagement
- Achieve better marketing ROI

...through insight driven, targeted communications campaigns that deliver positive results.

Data Analytics Use Cases

We built an acquisition model for a holiday cruise company who wanted to create a new UK prospect pool. We profiled their customer behavioural data and compared it to the UK consumer data within our B2C universe. From the analysis we identified a range of attributes specific to cruise bookers. From these attributes we were able to create a prospect pool of 1m individuals with a high propensity to buy cruise holidays for new customer acquisition campaigns.

The same company wanted to look at marketing channel optimisation to understand the effectiveness of each channel and use this to optimise marketing spend. We built a model that used daily sales and marketing data to measure the impact of each marketing channel on sales. The resulting models enabled this business to focus marketing spend where most return was delivered which resulted in an increased marketing ROI of £4m pa.

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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.

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