



DBS Data Campaign fulfilment solutions

Challenges

- I don't have the resource to deliver my campaigns in a timely manner
- I don't have access to a system that can send my email communications
- I want to automate my marketing activity to deliver more ROI
- I want to merge my offline audience into my digital marketing to achieve integrated multi-channel campaigns

Whether you are looking to deliver an existing client or prospect communication or if you are purchasing data for your campaigns we are perfectly placed to deliver the campaign on your behalf. With over 20 years' of Direct Marketing experience we have forged some great relationships enabling us to deliver best in class multi-channel campaign fulfilment. This includes print and postage, email via ESP's, in and outbound call centre and social and digital enablement.

Campaign fulfilment from DBS delivers:-

1. Operational benefits using our wealth of experience
2. Access to cutting edge technology to enable your campaign through any media channel
3. Cost savings

4. Consultancy from industry experts to get the most from every campaign
5. The best campaign results

Offline capability: DBS Data understands the value of each channel in the marketing mix and we can deliver your offline channels from inception including creative design, campaign strategy, print and fulfilment and post campaign analytics.

Online capability: Consumers are becoming more savvy and expecting a certain level of experience and channel consistency. For this reason, we can fuse your online media activity together to ensure customers see continuity from our clients across all of their devices and also through all forms of digital media including email, social media, digital display and digital inserts.



Utilising the insight from the customer model we built a prospect pool of 3 million individuals. Working with the Direct Marketing Director, we created a strategy to inform, nurture and grow the customer base from these prospects.

The first campaign was an engagement plan delivered via social and digital media to a landing page to create a relationship with the individual. This landing site enabled visitors to provide information about which mobile phone's they were currently interested in, when their current deal was up and if they would like to consent to receiving further communication in exchange for receiving special deals around the phones of their choosing.

With the data collected, personalised DM and email campaigns were then delivered to the individuals using our marketing automation technology which provided key insights into the specific handsets as well as what special offers were available to them.

The engagement plan continued to run successfully automating prospects into the campaign journey with the great results that campaign costs were reduced by 30% and online sales activity was boosted by 17%.

► Delivery Options



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.

Use Cases - digital enablement with postal & email

A client in the telecoms sector had various teams within their marketing department which all had responsibilities for different media channels.

With the surge in growth of digital channels and activity, this is a common factor across our clients who use one team to deliver traditional offline campaign and have separate digital and social teams. With different marketing teams buying different media from different media owners, the result can often lead to a fragmented approach delivering varying results across the business.

Our approach with this telecoms

client was to understand the common goal and the exact audience that is likely to buy. So we went back to basics and conducted an analytics project to understand what the current customers looks like and how they like to purchase. We also looked at customer journey that created an understanding that there were three key stages to purchasing a mobile phone - handset research followed by contract research and then purchase: either by phone or in-store.



“Using DBS to drive our campaigns not only delivered great results but actually allowed us to attribute different media channels back down to a single ROI. The digital campaign marketplace can be clouded but DBS managed to provide full transparency”

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.