Database Solutions

"Database marketing provides the knowledge necessary to make smarter marketing decisions."

Anchor Database Solutions

In today's competitive and costly business environment, intelligent marketing is no longer an option, but a requirement!

How well do you know your customer? A marketing database is the foundation for creating targeted, personalized and effective marketing promotions.

To meet your objectives, Anchor's Database Solution provides you database design, consulting, maintenance, modeling and analysis. We help you create personal, measurable, and flexible marketing campaigns all with the click of your mouse. Best of all, it's accomplished without exhausting your entire budget!

Our solution is an ODBC (Open Database Connectivity) compliant, client-server configuration enabling us to provide fast query response times. Modifications to data structure are simple and efficient!

Anchor provides the services necessary to build and maintain your marketing database. Whether you are looking to outsource your database, or require consulting or software for maintaining your database in-house, Anchor has the solution.

Key Products & Services:

- Consulting Services
- Database Design
- Database Build & Maintenance
- Promotion Tracking - Response Reporting
- Analysis and Modeling
- Data Enhancement
- Address Cleansing
- Max**Convert**™ - clean, standardize and normalize data
- Database**Wizard**™ - create and update relational databases, identify duplicate records and consolidate sub-level table data
- Online Database Access - software designed for marketing personnel. Quick and easy to submit queries and promotional campaigns to the database.

Key Benefits:

- Profile your existing customer base and model future behavior
- Identify customer buying patterns
- Eliminate costly duplicate mailings
- Increase ROI with improved response at reduced costs
- Increase cross / up-sell opportunities
- Reduce channel clutter
- Track past campaigns
- Enhance customer file accuracy
- Increase Direct Marketing effectiveness

For more information. . .

Call: **800-452-2357**

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Consulting Services

With decades of experience working with marketing teams, we coordinate with your marketing and IT staff to clearly define your objectives. We establish a "plan of action" to maximize the return from your marketing database.

Database Design

Once a needs assessment review is complete, our design team will create a logical database structure incorporating your objectives, data, and any third party data that may be required. Each input file is then put through a rigorous data integrity process for normalizing data from multiple input files.

Database Build & Maintenance

Our database maintenance system, Database*Wizard*™, creates and updates relational databases. It includes capabilities for table definition and linking, field definition, duplicate identification logic and record updating. It is flexible and powerful enough to deliver databases in an extremely timely fashion. Database*Wizard*™ identifies duplicates at an individual, household, or business level using multiple match criteria in a single pass.

Fulfillment/Promotion Tracking

Once you've queried your database successfully, extracting records for fulfillment is seamless using our Database*Insight*™ software. This includes direct mail, telemarketing, e-mail or analysis efforts. A relational marketing database allows organizations to track a customer/prospect's promotional and response history in detail providing insight into purchasing and behavioral patterns. Segment, model or data mine to improve marketing efforts.

Modeling & Analysis

Do it yourself or let Anchor do it for you! Our ODBC client-server configuration allows your marketing staff to access the database using a wide variety of software tools including Database*Insight*™ or MarketWide® software. We can assist by developing customer profiles, promotional analysis or a variety of models. Anchor provides many models including: segmentation, profiling, response, profitability, anti-attrition, customer value, and look-alike.

Data Enhancement

Make your database more effective by appending critical decision support data to your customer records such as demographic, lifestyle and firmographics. Append consumer, business or geographic data.

Max*Convert*™

All successful databases begin and end with clean, standardized and normalized data. Max*Convert*™ can convert multiple file layouts to a standard or custom format. Max*Convert*™ standardizes your data in preparation for inclusion in a marketing database. You can reformat consumer or business files, enhance and analyze output files and prepare the data for further processing -- all on a PC platform.

Database*Wizard*™

Anchor's proprietary system creates and updates relational databases, identifies duplicate records and consolidates sub-level table data. The flexibility and power of our software permits us to deliver updated databases in extremely short time frames.

Database*Insight*™

Anchor's point and click software designed for the non-technical marketing professional can easily query a database with little to no programming knowledge. Marketers can profile customers, understand purchasing patterns and recognize cross-sell opportunities. And, it seamlessly integrates with standard spreadsheet applications such as Lotus or Excel.

MarketWide®

Allows queries and campaigns to be run via the Internet while still performing single-pass segmentation. It runs and manages campaigns to consumers (B2C), businesses (B2B) and households (B2H). It offers unmatched segmentation, automation and scheduling, event triggers, response reporting and data mining.