ANCHOR

Database Services

A comprehensive marketing database is the foundation for creating targeted, personalized and more effective marketing promotions. Detailed, comprehensive customer insights enable organizations to develop multi-channel marketing strategies that speak directly to customers' needs and preferences.

Overview:

Whether you're looking to outsource your database, or maintain it in-house, Anchor has the data and services to help you to build a complete view of your customers or prospects:

- Have email addresses but need postal addresses?
- Have names and addresses but need telephone numbers?
- Need demographic or firmographic data to support modeling or segmentation strategies?
- Is your data poorly structured and in need of normalization?
- Concerned that you have duplicates in your database and don't have a complete view of your customer's activities?

Key Services and Products:

Consulting
Our consulting services cover a range of critical areas, including database system development, asset evaluation, strategic business analysis, CRM marketing opportunity analysis, product development, performance audits, and evaluations.

Database Design
Our design team will work with you to perform a needs assessment and 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 proprietary technologies, data hygiene expertise, and security protocols offer our clients a complete solution. We will handle ETL and storage, develop a maintenance schedule as per your instructions, and coordinate the seamless integration of new records into your database.

Database Enrichment:
Appending critical support data to your customer records such as geographic, demographic, firmographic, digital, social and lifestyle enhancements will make your database more personal and effective.

Modeling & Analytics:
We offer many models including segmentation, customer profiling, response analysis, profitability, customer value, and look-alikes.

Key Benefits:

- Support multi-channel marketing efforts
- Work with a net-name database for modeling, segmentation and promotion creation
- 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
- Create cross/up-sell opportunities
- Enhance customer file accuracy and experience
- Provide personal experiences for customers and prospects

For more information:
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