



## DATA MANAGEMENT & ANALYTICS

### “Know-More” about your prospects, your customers & your marketing performance

In today’s market, it’s key for businesses to effectively use data to improve targeting, timing and messaging relevance. 1Vision’s data management services can deliver consumer insights to increase campaign response and conversion rates over a “one-size-fits-all” approach. Our database development, management, mining and tracking solutions deliver rich insights and attributes for more strategic decisions and profitable results. Whether it’s building a new database or unlocking the real potential of your current data assets, we give you the power to “know more” so you can engage with your targets and customers on a more personal level.

- > Data Integration
- > Market / Customer Segmentation
- > List Acquisition
- > Predictive Modeling
- > Custom Database Development
- > CRM Implementation / Optimization
- > Campaign Results Analysis
- > ROI Analysis
- > Performance Modeling / Program Optimization
- > Database Hosting & Management

How do I define my **target market**?



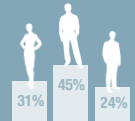
Which offer generates the greatest **response**?



Which channel is most **effective**?



Which **demographic** responds to my offer?



How can I measure marketing **results**?



What is the **lifetime value** of my customer?



How do I improve customer **retention**?



How can I **optimize** my marketing budget?

