



MARKETING DATABASE OVERVIEW

Our hosted Marketing Database Services enables marketing management and users at all levels, to rapidly sense and respond to marketing opportunities. We provide this insight by aggregating data from disparate source systems to develop a complete understanding of each customer relationship on a consistently updated basis. Average client tenure for this offering exceeds ten (10) years.

PLATFORM COMPONENTS

Our marketing database platform is comprised of industry-leading technology and tools that have been certified to provide high levels of security and availability. Components include:

- **Servers:** Use servers designed to handle compute intensive applications that provide lightening fast query speeds and throughput for massive storage
- **Database:** Scalable platform for data integration that was built to quickly add and manage growing volumes of data and users
- **Campaign Management:** Plan, design, execute, measure and analyze multi-channel, personalized marketing campaigns
- **Statistical Analysis:** Data mining and modeling to help uncover customer insights and behaviors that drive relevant marketing communications
- **Marketing Dashboard:** Enables marketers to answer market oriented questions with visualization and analytical tools rather than relying on IT
- **Access/Reporting Tools:** Provide clients remote access to all decision support tools including analytics, dashboard and reporting
- **System Availability and Uptime:** Provide complete redundancy of all systems with high guaranteed uptime and high-level security

ENGAGEMENT PERSONNEL

Each engagement is handled by our in-house team of marketing database, campaign management and analytical experts that each represent more than 15 years of relevant experience supporting marketing database engagements at the largest brands in the world.

Specific roles are solution specific but typically include the following:

- Program Manager
- CRM Expert/Campaign Manager
- Statistician
- Data Processing Expert
- Architect
- Data Mobilization
- Application Engineers (as needed)

OUR PROCESS

V12 Group follows a five-step implementation process:

- **Discover** (business requirements definition)
- **Design**
 - Design data transfer solution
 - Identify technical architecture
 - Determine applications
 - Define business organization
 - Develop transition strategies
 - Specify update strategies
- **Develop**
 - Create database prototype
 - Convert, hygiene and consolidate data
 - Code database to organize data
 - Develop reporting platform, dashboards and
- **Deploy**
 - Begin use of production environment and tools
 - Begin multi-channel campaign management
 - Begin analytic, profiling and scoring
 - Conduct client training
- **Manage/Refine**
 - Database management and on-going support
 - On-going data standardization, hygiene and
 - Use analytic to drive continuous improvement

ESTABLISHING RELEVANCE. DRIVING RESULTS.