



CalliMedia
your communications partner

Data Services



Data Services

At Callimedia we know that great campaigns start with great data. However with as much as 80% of data being unstructured and therefore not adding much value to the business, this is no small challenge.

EAR Strategy

We believe all marketing communications should be executed in one of these 3 strategic contexts: Engagement, Acquisition or Retention. At Callimedia we call this EAR - a strategic approach that delivers better results.

We can help you unlock the value in your current data, and help you to get more "net new" customer contact data. We work with you to build a solid, long term data strategy, that delivers business growth.

We give your data structure, and uncover the latent insight that sits within it. We then use this insight to drive campaign strategy, increasing campaign ROI and delivering sales growth.



Data Profiling:

We start with a GDPR clearance report, how clean and up to date is your data? We screen it against opt out services and review your opt in levels and transparency.

We then uplift your data to fill in any missing information, such as addresses, and screen against other data sources to remove any irrelevant records.

FileNames:	Data Enrich:		Quantities Remaining:
	New Address:	PAF Update*:	
Set 1			
1 All_PAF_Contacts_0000	20	2,681	9,562
2 All_PAF_Contacts_001_0000	3	174	1,040
3 All_PAF_Contacts_1_PAF (E and_0448901040)	0	71	398
4 All_PAF_Contacts_000	0	206	821
Subtotal	23	3,132	11,822
Set 2			
5 All_PAF_Contacts_001_0000	7	1,221	4,979
6 All_PAF_Contacts_000	3	713	3,160
7 All_PAF_Contacts_000	30	4,095	21,829
8 All_PAF_Contacts_000	2	1,570	8,255
9 All_PAF_Contacts_000	6	1,316	4,827
Subtotal	48	9,315	43,050
Total Records	7	12,447	22,395

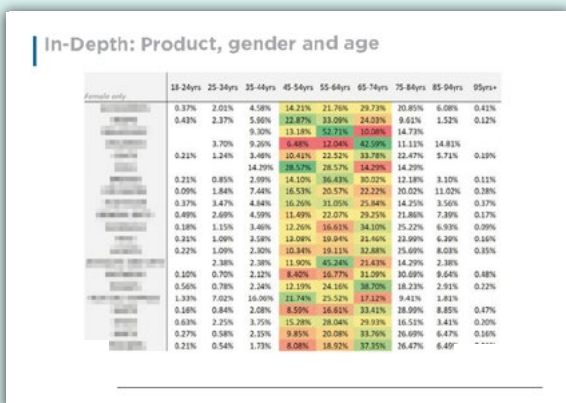
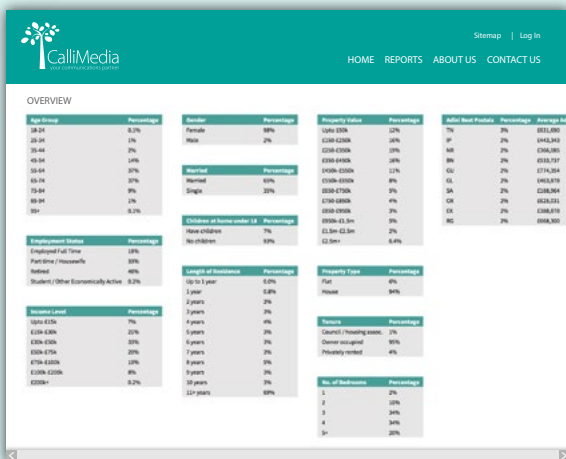
Any records updated by PAF remain, updated addresses are removed until export.

* Major updates only.

Data Modelling:

We then run your data through a series of tools to unlock the insight. We can model geographic, demographic and buying habit segments, giving a unique insight into exactly who your customers are.

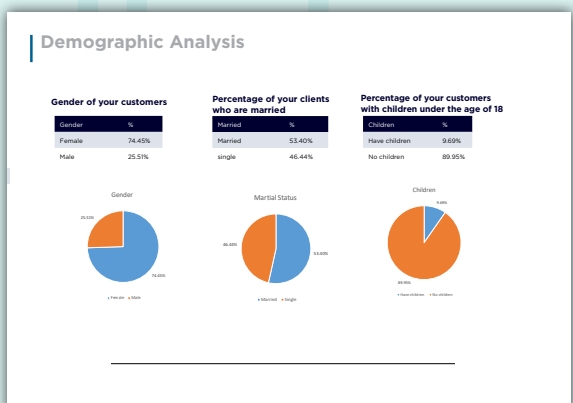
This exercise can often throw up unexpected information, and we've frequently been able to challenge internal perception around a company's "typical" customer.



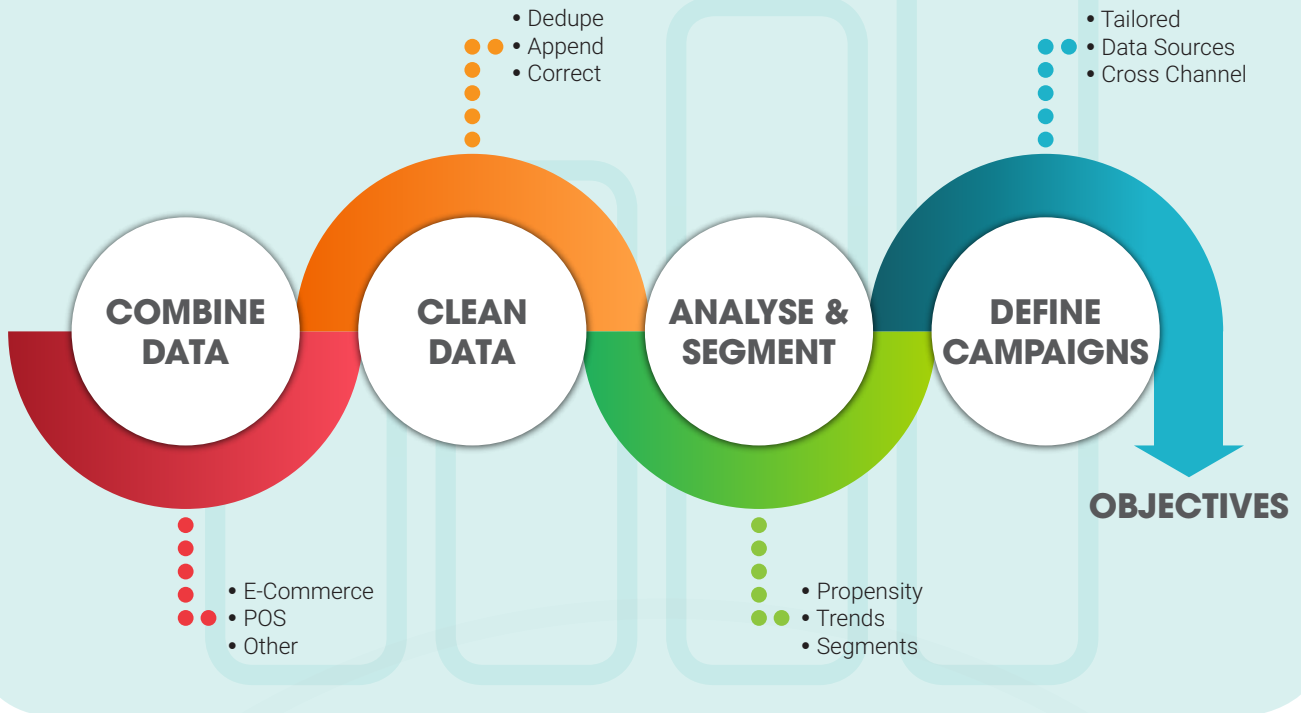
For a free GDPR compliance assessment, or to find out more about how strategically managing data can help you grow your business, please email info@callimedia.co.uk

Data Insight:

We then produce a series of reports that provide recommendations on how to not only better engage with those customers, in a more relevant, targeted way, but also how to replicate that customer base by attracting more of the same. We look at campaign results from the last 24 months to model a benchmark of results, and to see what we can learn from that information.



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t 01206 322211

f 01206 322212

e info@callimedia.co.uk

w www.callimedia.co.uk

Callimedia Ltd, 6 Dedham Vale Business Centre, Manningtree Road, Dedham, Colchester, Essex, CO7 6BL

Company No. 03231935 VAT No. 681 0865 24