

A blue-tinted photograph of three people in an office. A man on the left, a woman in the center, and a woman on the right are all smiling and looking at a tablet held by the woman on the right. The background shows office equipment and a modern interior.

DATABASE SERVICES

PELHUGHES
PRINT | DIRECT MARKETING



AT PEL HUGHES WE UNDERSTAND THAT YOUR LIST IS A KEY COMPONENT TO EXECUTING A SUCCESSFUL CAMPAIGN.

Saving money on postage, and saving time modernizing your lists to their most valuable forms is our priority. This is why we've excelled at maintaining our database services to the utmost standards of relevance and accuracy.

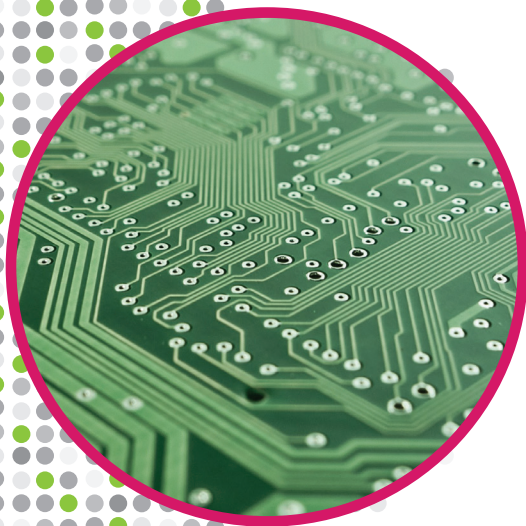
Generations of exceptional and up-to-date execution have earned the business of more than 50 gaming clients, 120 financial institutions, and multiple other businesses. Our data processing practices include traditional methods for keeping your leads prioritized and current. We pride ourselves on our valuable, and advanced technologies that will help you target your ideal market by location and match any address on your list to ensure it exists and your potential customer still lives there.

PROCESSING

Our data processing capabilities include traditional hygiene and management, as well as advanced technologies and methods for handling match, complex matrices, transformations and cleanup. We provide the usual data processing for CASS based standardization, NCOA, USPS postal processing and pre-sorting. We also provide Duplication Elimination, Address Resolution, and Data Suppression.

LIST ACQUISITION

Growing your customer database and generating leads is a constant challenge for marketers. Measuring those campaigns and showing results is even more so. Sales leads are more than names on a mailing label. You know they're the future of your business: an opening to new revenue streams. The right mailing list drives these qualified sales leads...and we help you get there. Whether you need to saturate a specific area of the country or focus exclusively on key demographics/firmographics, you'll gain much wider access to more qualified buyers through our Lists and Leads service. Through impartial recommendations, years of experience, and exceptional client service, we are able to enhance customer and prospect data to support more personalized and targeted direct marketing efforts. Acquisition marketing begins with a universe of prospects. Our access to a national consumer database of more than 240 million individuals and 180 million households, including more than 300 data attributes of demographic, lifestyle and behavioral data help you get there.



MODELING AND ANALYTICS

Pel Hughes can enhance your marketing effectiveness using a customized mix of expert profiling, predictive modeling, site and micro-market analysis, indexing and significance testing, segmentation, list management and mapping. Using these can create the insight you need to help your business become more profitable. There are four different solution levels we use to gain valuable insight to the target audience...

■ 1 – DataSNAP

Statistically profile your best customers against compiled data and creates a profile report detailing what makes them different from everyone else around them. Within minutes, using this automated, easy-to-use service, your house file is matched against our comprehensive database to create a customized market penetration analysis. The strength of DATASNAP relies in its ability to provide up to 28 consumer and 16 business demographic overlays, revealing more information about your customers, so you can market more effectively.

■ 2 – Response Modeling

Response compares two groups of data (for example, responders and non-responders, renewals and cancels, or paid and unpaid). The model builds a statistical algorithm that can be used to find more prospects that are likely to respond to your offers, make purchases, renew subscriptions, etc. This automated solution provides a detailed report about what's important in making your two groups different.

■ 3 – Predictive Modeling

Our team of dedicated statisticians help you understand what makes your customers unique on a key activity like response, renewal, or payment. Key findings from the model are detailed in both a comprehensive report that shows you why customers do what they do, and a consultative session with the modeler to answer any questions you might have. A scoring solution is included, available through your service team, which can be used for universe counts or list orders.

■ 4 – Custom Modeling

Our most advanced solution adds the power of customer transactions to the analytic process to identify key behaviors, distinct clusters within your file, or valuable cross-sell/upsell opportunities. Find ways to market to your customers smarter and deliver your message to them in the most efficient way possible. We provide a comprehensive report detailing findings, a consultative session with a trained statisticians, and an algorithm that can be applied either by us or in your systems.

***The right mailing list drives qualified sales leads...
and we help you get there.***



CONNECT WITH US!



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