



DATABASE MARKETING

One world. One customer view. One data strategy. One company. One solution.

Get unmatched insight, analytics, data integration, and customer communication solutions to power your marketing strategies and drive business growth.

Challenges

Developing and nurturing an accurate, actionable customer database is a top objective for any marketing department. Chances are good that your customer and prospect data are key assets for your organization, but you are likely challenged to utilize them to their greatest potential. You seek a partner with the experience and expertise to help you:

- Use data to gain customer insight
- Get a 360-degree view of your customers throughout the region, country or world
- Turn data into real knowledge and execute successful multichannel marketing campaigns to drive business growth

Harte-Hanks recognizes your need to improve the efficiency of your marketing spend; retain existing customers while improving their profitability; and identify and develop new revenue streams. We're here to help.

Solutions

Database marketing solutions from Harte-Hanks deliver on three pillars built around a centralized marketing database. The foundation consists of: 1) insight and analytics; 2) market-leading customer data integration; and 3) powerful marketing communications tools.



Insight and Analytics – Gather, measure, understand, and harness the power of multiple data points to improve satisfaction and grow sales. Rigorous examination of data such as customer purchases, shopping frequency, and marketing response help you identify your best customers, those who are like them, and how to appeal to them.



Market-leading Global Customer Data Integration – Create a true single view of all customer interactions by bringing data from multiple sources together – our market-leading methodology and tools make it possible. Whether you're focusing on a single region or country, or managing data from any of 238 countries around the world, Harte-Hanks brings the information together and makes it useful.



Powerful Customer Communication Tools – Customer data and insight are only as valuable as your ability to use them to engage customers. That's why Harte-Hanks offers a full suite of comprehensive, industry-recognized marketing communication and sales force optimization tools. Now, you can optimize performance, simplify campaign and customer management, and get maximum impact from your marketing resources.

INSIGHT INTO YOUR BUSINESS

Get the insight you need to improve your marketing strategies from some of the industry's leading analytics, research and segmentation professionals.

BENEFITS AT A GLANCE

- Empower your sales and customer support teams with robust relationship management tools.
- Get up and running quickly with rapid, efficient deployment that reduces your costs
- Turn data from multiple sources, multiple formats and languages, into a single customer view to make your marketing more impactful.
- Streamline the execution and tracking of your marketing campaigns with sophisticated yet easy-to-use campaign management tools.



Insight. Passion. Results.



DATABASE MARKETING

How it Works

Database Marketing solutions from Harte-Hanks enable organizations to build and manage enterprise-wide customer communication strategies that drive new customer acquisition and retention and maximize the value of existing customer relationships.

Through insight, we help you identify models of your most profitable customer relationships and then apply these models to increase the value of existing customers while also winning profitable new customers. Through customer data integration, data from multiple sources comes together to provide a true single customer view of your prospects and customers. Then, utilizing our Allink® suite of customer communication and sales optimization tools, we help you apply your data and insights to the entire customer lifecycle, to help you sustain and grow your business, gain deeper customer insights, and continuously refine your CRM strategies and tactics.

What You'll Get

With Database Marketing solutions from Harte-Hanks, you'll maximize the value of your data, maximize the value of customers, and drive revenue. You'll get:

- A solution that supports the global identification, linking, and synchronization of customer information
- Real-time data updates, accuracy, and speed of marketing decision-making
- A centralized database system that enables a single, comprehensive customer view
- Leading-edge Allink® marketing communication and sales optimization tools that can stand alone or be seamlessly integrated to support marketing, sales, customer support or your entire enterprise, whether your needs are regional, national or global.

With Harte-Hanks as your partner, you'll benefit from recognized thought leadership and expertise in analytics and insight; access to some of the industry's most knowledgeable data professionals; and a uniquely powerful, flexible and affordable suite of database marketing technology.

Next Steps

Improve the efficiency of your marketing strategies and return on marketing dollars. Retain existing customers and increase individual customer spend. Identify and develop new revenue streams. Harte Hanks Database Marketing solutions can help you do all this and more – contact Harte-Hanks today!

ABOUT HARTE-HANKS

At Harte-Hanks, we know it takes more than guesswork to create direct marketing solutions that help you win, keep and grow your customer base. It takes true **insight** to understand complicated customer and marketplace data, and decipher how your customers and prospects behave. It takes people with **passion** to do whatever it takes to create innovative marketing communications that don't just break through the clutter – but break through the barriers to get response. And it takes a focus on delivering impressive, business-driving **results** to make sure you get maximum value from your direct marketing investment. It takes the people of Harte-Hanks.

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