

integrated



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# Database Marketing

- ▶ Provides an unparalleled 360° view of each client in order to gain a better understanding of their needs
- ▶ Incorporates transactional data from all business lines, including Affinity partners and Lifetime Value by business line and LTV year, to facilitate recency, frequency and monetary analysis
- ▶ Incorporates Product Index calculations to better understand the depth and breadth of each customer relationship
- ▶ Incorporates Client Feedback responses, promotion responses and request/complaint/lead contacts so you can augment your member insight with information obtained directly from the customer
- ▶ Append third-party data sources, such as demographic and psychographic data, or pages viewed on your website, to augment your overall view and understanding of the member
- ▶ Segment your membership to identify unique member needs, relevant customer dialogs and cross-selling opportunities
- ▶ Analyze and better understand non-renewals to help increase member retention
- ▶ Design focused marketing programs to reach receptive buyers and reduce mailing costs

The AXIS Database Marketing (DBM) application gives your marketing staff the tools required to better understand your members. This enables you to better serve your members by providing timely and relevant communications. To determine promotional opportunities and to help segment your members, marketing staff will analyze various data:

- transactional from business lines
- membership system (for example, coverage, renewal, join date)
- marketing flags, promotions and corresponding responses
- lifetime value
- product index
- client feedback
- demographic, psychographic, behavioral, preferences
- page views on your club website
- Affinity partners

## DBM Data Sources

The DBM is populated by your operational systems, affinity partner systems, client feedback responses captured through surveys/questionnaires and third-party data you want to append, such as demographic, or areas of interest based on your website's click-stream.

The data is validated and in some cases transformed to ensure standardization, as well as provide new calculated data fields with user-defined configurations. DBM includes the following data sources:

- membership coverages
- emergency road service usage
- travel bookings
- home/auto insurance sales
- sundry sales (for example, merchandise, attraction tickets)

- ▶ Analyze renewal rates by recruiting method to identify and eliminate high cost recruiting with low retention
- ▶ Profile your best customers to guide your new member acquisition efforts
- ▶ Create interactive queries or reports that enable quick and easy access of details that are driving a trend

- Traveller's Cheque sales
- auto travel requests (for example, Trip-Tiks, maps, tour and camp books)
- hotel and car reservations
- medical insurance sales
- Member Request (complaint) Tracking System (MRTS)
- Client Feedback
- Affinity business partner

## Analysis and Reporting Tools

You can view and analyze member information in the DBM database using three tools: Cognos PowerPlay®, DBM Query and DBM Client Inquiry. Using a point-and-click Windows interface, users choose which data elements and measures to analyze.

### Summary Analysis and Reporting

Cognos PowerPlay® is a Windows-based analysis and reporting tool, which you can use to browse through a multi-dimensional PowerCube. The PowerCube contains summarized member information that you can choose to view in various formats that include cross-tab, pie chart, bar graph, and 3D bar graph.

Using PowerPlay you can analyze DBM data from any angle, in any combination, detect trends, spot anomalies and provide high level reporting with sub-second response.

### DBM Query: Detailed Analysis and Reporting

Using DBM Query, you can analyze and report on detailed member information stored in the DBM database. You can build your own queries, multi-purpose marketing lists, reports or cross-tab tables, view the results on your PC workstation, or save the results to an MS Excel® spreadsheet.

The DBM database resides on a dedicated Windows server to minimize query response time. Even though the detailed DBM database might be large, DBM Query has been tuned to provide a quick response time—query results are available in seconds or minutes, based on the nature of the query.

Flexible filter conditions are easy to specify—you can exclude or include specific data as well as sort the resulting data.

### Making Inquiries

Using DBM Client Inquiry, you can view detailed information about individual members—view transactional data from services used (by service area, renewal and demographic data), lifetime value information, and promotional campaign and response information.

### Renewal Analysis

Using DBM Renewal Analysis (RA), your club can gain a better understanding of when and why members renew. The Renewal Analysis database provides up to four years of renewal history for each member (the current year and three prior years), which can be used to provide statistics on renewal rates



Related product sheets:

- Lifetime Value
- Member Request Tracking System
- Promotion Management
- Client Feedback
- Affinity

for specific classes of members. It also allows you to analyze the renewal process for different membership segments, and generate reports based on numerous RA variables by membership and individual.

## Import/Export Data

DBM has import and export functionality. Using the import function, you can populate the DBM database with data not available in your AXIS system:

- You can populate the DBM database with third-party demographic data, enabling you to perform analysis, or focus your marketing campaigns based on demographic data elements.
- If you track page visits on your website by member number, you can populate the DBM database with this information, then include in your selection criteria only those members who visited a specific page.
- If you have partners that track member transactions, you can populate your DBM database with these transactions and include details of these transactions in your selection criteria (based on date, for example).

Using the export function, you can export your DBM data to other tools to further explore the data, such as predictive analytics.

The import/export list capability can be used to create a list in the DBM system or your AXIS operational system, which can then be transferred to the other system. When you transfer a list to AXIS, it can be used to append promotion codes, or marketing flags to member records.