



Marketing Database Design & Management

CC3 Marketing Database Planning – Customized to Meet Your Marketing Needs

- **What type of database is it – prospecting, acquisition, lead-tracking analysis, list rental?**
- **How many and what type of transactions will be used to update the database – credit information, billing, sales, new names?**
- **What Web-based solutions do you, or should you, have access to that would expedite your database building and management needs?**
- **What are the variables that define your customer?**
- **Will the database track promotional history?**

These are just a few of the questions we help clients answer when addressing their database design challenges. What sets CC3's campaign planning services apart, in addition to our expertise, is our flexibility and data processing power.

Working simultaneously in mainframe, server and Web-based environments provides us the flexibility to receive data in virtually any format, from any source and manipulate it to any specification, preparing it for effective use, whether your database requires 150,000 or 1,000,000,000 records.

Let our team of experts work with you to answer your database questions, as CC3 helps put your data to work for you.

CC3 manages all aspects of data processing to maximize your program's impact:

- **Conversion**
- **Transformation**
- **Duplicate elimination**
- **Genderization**
- **Enhancement**
- **Hygiene**
- **Maintenance**
- **Online access**
- **Order processing**
- **List rental database design**
- **List rental fulfillment**

The most successful direct marketing campaigns start with a solidly designed marketing database. However, just as importantly, effective database management keeps it successful through ongoing updates and refinements. CC3's approach to direct marketing – and planning in particular – enables you to focus on managing the marketing program, not the technology, ensuring that your campaigns start, and stay, successful.

Campaign
Planning



CC3 will help design a database that drives your campaigns!

- Fifteen years experience developing complex marketing databases, providing the foundation for direct marketing and CRM initiatives.
- Extensive set of database development, access and analytic tools, components and modules.
- Robust marketing profiles from multiple data feeds.
- Databases optimized for marketing purposes, including new account acquisition, cross-selling, up-selling, customer value, retention and loyalty programs.
- Ability to integrate with major OLAP tools, including SAS, SPSS, COGNOS, BRIO, Business Objects and Oracle Discover.

Take a look at our comprehensive database services:

Customized Database Building

- Data processing
- Data and file enhancement
- Comprehensive standard and ad-hoc reporting

Analytic Tools and Support

- Web enabled counts and queries
- Targeting and segmentation

Campaign Management

- Planning
- Execution
- Continuity and loyalty

- Targeting and segmentation
- Follow up and tracking
- Closed-loop
- Inquiry and lead management

E-mail and Messaging

Web System Development and Integration

Full Advertising and Media Support

- Planning, execution by media, tracking, accounts receivable and billing
- Across all media channels – television, radio, direct mail, Internet
- Content management
- Content localized and customized for geographic areas

Traditional Direct Marketing Services

- Merge/Purge, list processing, postal processing, list order fulfillment

CC3 has more than 30 years experience serving blue-chip clients in a variety of industries:

- Advertising and Direct Marketing Agencies
- Airline/Hotel/Car Rental
- Banking/Credit Unions
- Credit Card Services
- Insurance
- Utilities

More than 1,500,000,000 pieces mailed annually.

Here's How:

- More than 50 laser printers with MICR/duplex/highlight color capability
- 6- and 10-color web/litho presses
- Over 100 inserters
- Same day/24-hour fulfillment
- On-demand digital printing



1044 Pulinski Road
Ivyland, PA 18974-1571
(215) 672-6900

7300 Flores Street
Downey, CA 90242-4010
(562) 658-2020

www.cc3.com