

# Campaign Planning



**Building  
Foundations That  
Deliver Results**

# Successful Direct Marketing: Constructing an Effective Database

**CC3 develops** the campaign planning foundations that enable direct marketers to maximize the effectiveness of their customer acquisition and retention programs.

The most successful direct marketing campaigns start with a thoroughly researched and solidly designed marketing database. As the campaign progresses, effective database management keeps it successful through continual updates and refinements. CC3's approach to direct marketing - and to planning in particular - allows our customers to focus on both **marketing database design and management**, ensuring that campaigns start and remain successful.

From our industry-leading marketing database design and management techniques to our full complement of list brokerage/management, data processing, merge/purge and NCOA capabilities, we have created efficiencies that provide customers with a competitive time-to-market advantage. That means reduced cycle times and greater returns on your direct marketing investments. Here's how we do it.

## Marketing Database Design and Management

What sets CC3's campaign planning services apart are our flexibility, data-processing power and expertise. Working simultaneously in mainframe, server and Web-based environments gives us the flexibility to receive data in virtually any format and from any source, manipulate it to any specification, and prepare it for effective use.

We then build sophisticated, customized programs, specifically tailored to optimize databases for each client's one-to-one marketing objectives. Our 30 years of experience has facilitated the development of an extensive set of pre-built tools, components and database modules, which allow CC3 to continually manage the effectiveness of our processes, making refinements whenever necessary to meet evolving campaign needs. Many of our customers take advantage of our Web-based workflow tools, which provide online accessibility to the databases CC3 builds for customers' analyses and queries.

- Leading direct marketers in industries such as **financial services, advertising and direct marketing agencies, insurance, mortgage services, pharmaceuticals, travel and tourism, and telecommunications** utilize CC3's database development and hosting services to support their new account acquisitions, cross-selling, up-selling and customer loyalty programs.

- We currently maintain **one of the largest Oracle databases** in the country for a leading global insurer, and developed the first marketing database for a major consumer online service provider.

- Size doesn't matter. Whether it's less than one million or more than one billion records, we apply the same industry-leading standards to deliver **cost-effective database solutions**.

## Web-based Marketing Automation Tools

CC3's unique, functional planning services allow customers to better prepare, direct and broadcast marketing campaigns by enabling them to digitize, catalog and host their marketing messages (via e-mail, video, television, radio and print ads) on a secure and scalable Web site.

- CC3's customer-friendly online tools reduce advertising approval time, hasten time-to-market of local advertising placements, provide nationwide delivery of consistent marketing messages and ease advertising campaign alterations.

## List Processing/File Hygiene/Merge/Purge

CC3's proprietary list processing technologies increase the effectiveness and return on investment of any direct marketing campaign. These technologies make it possible for marketers to develop lists based upon specific criteria and to test the sensitivity of those lists to real-time changes in the selection criteria. CC3's comprehensive file hygiene programs, including NCOA and postal pre-sort, automatically correct and standardize address information.



## List Brokerage and Management

CC3's database design and management capabilities are further enhanced by our comprehensive list brokerage and management techniques. We begin by drilling deep into a market and providing direct marketers access to the lists that reach key targets. Through our ongoing consultative analysis, we work side-by-side with customers to identify the opportunities each list presents, along with real-time analysis of the effectiveness of a list while it's in use.

- CC3's full range of services provides access to thousands of mailing, telemarketing and fax lists, as well as high-quality opt-in e-mail lists.
- CC3 is a recognized leader in the high-technology sector of list brokerage and management, with specialization in the business-to-business, consumer and technology markets.

- At CC3, we understand the distinct commercial value of customers' marketing lists and we work diligently to craft them into **competitive revenue streams**.

We are sensitive to the issues relating to consumer privacy and security. Our trained staff applies sophisticated security measures to safeguard data from unauthorized access, use or disclosure, ensuring all programs are in complete compliance. Because CC3 continually manages against these evolving issues, we save clients time and money.

### One Mission, One Team

Our mission is to develop marketing database systems that conform to each customer's way of doing business, not vice versa. With one of the lowest turnover rates in the industry, CC3's consultants are actually extensions of your own company. As your partner, we are dedicated to delivering the best customer service in the industry. We'll stake our reputation on it.

## CC3 Offers Solid IT Infrastructure

- IBM S/390 Mainframe – 124 MIPS
- Sun/Compaq Enterprise Server Farm
- Linux Web-based Internet solutions
- More than 10 terabytes of disk storage
- Intel/Cisco multi-gigabit network backbone
- Redundant Internet connectivity with CheckPoint security



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

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

[www.cc3.com](http://www.cc3.com)