

# How Database Management Fuels Business ROI in Publishing Houses



## Executive Summary

Publishing houses these days prefer database management since it solves most of their problems related to marketing database. Data management solutions can improve businesses in the publishing industries. This service is perhaps the most convenient and cost-effective way to improve your customer details where your marketing database is concerned.

Opting for database management enables publishers to offer a more targeted business to advertisers. Marketing professionals usually think that the more you know about your prospects or clients, the more loyal they will be to your brand. And it all this is possible by building a powerful marketing database.

## This whitepaper deals with:

**Challenge I** – Keep a track of the increasing amount of information about your clients & prospects

**Challenge II** – Integrate information from multiple sources



### Tidbits

It is a fact that in the publishing industry, newspapers have been availing data management services for much longer than any other media. Extensive data appending provides a unique platform to improve the quality of the information, make it accurate and this helping them build a stronger relationship with their clients.

**Result** – A complete sales program that is highly lucrative for the papers.

## Introduction

The recent consumer trends and fast evolution of technology is rapidly changing the arena of marketing. Policies that marketing campaigners adopted 12 months ago are becoming outdated and fail to work today. Nowadays, publishing industries are heavily depending upon data management services to build their database and enhance their revenue generating programs.



However, everyday they face countless challenges to successfully collect, store, leverage and protect their client information.

With the sudden rise of complexity in content distribution, the publishers of today's generation are taking database management extremely seriously. With time they are trying to control their data-driven strategy.

As the competition is getting tough and marketing costs soaring, promoting your products to your standard customer database is not proving to be effective enough. Your subscribers or clients are no longer moved by one-size-fits-all messages that are basically too generic and don't reach out to them on any personal level.

However, with database management solutions, you can have a database with complete details of any individual's lifestyle, location, interests, company and other such important demographics. You can do a complete profiling of your best customers, segment your database, craft your promotional messages and offers as per their needs and send them accordingly. This will also increase the response rate from your customers and in turn you will be able to save your valuable time and money.

Data management solutions these days are helping publishers provide better service to their customers and stand out from the competition.

## Challenge – I

### Why database management is so important?

In a publishing house, your business database is your biggest asset where your marketing efforts are concerned. To make each of your marketing campaigns successful, you need to own a complete and correct database that has no flaws and loopholes. The more accurate your business database is, the better it will be for you to market your product or service.



Owning a valid, verified and updated business database can enable you to reach out to your exact prospects that are interested in your product or service. This is the best way to strategically upgrade your marketing campaign in the most cost-effective and highly profitable way.

In fact, picky consumers are making marketing your product or service more advanced. New techniques are being experimented to enhance both online & offline marketing campaigns. For publishing houses, it is a challenge to

acquire & maintain a performing marketing channel. To enhance their business, companies are coming up with new and innovative ways to reach out to their prospects and customers.

If you are looking for a convenient and cost-effective way to enrich your customer or prospect information, then Data Management is the **ONLY** answer for you. Data Management services offered by various companies gives you the opportunity to cleanse, correct and complete your database in the most time-saving and cost-effective way.

Many database marketing vendors offer append services, and business marketers are well advised to explore the opportunity to enhance the accuracy and predictive power of their data. As a business marketer you need to regularly append, clean and update your B2B and B2C contact list database to enhance the accuracy and predictive power of their data.



## Make your business database work best for you

Publishing houses are more and more depending on their data to drive their business ahead. Data management enhances efforts such as:

- advertising campaigns
- editorial decisions
- audience awareness and development

It is a growing challenge to keep a track of the increasing amount of information about your clients and prospects. The two most vital aspect of such a situation is:

- Keeping your client information fresh
- Initiate data management solutions in your business to keep your database updated and accurate



### Demographics

- Name
- Age
- Gender
- Location
- Occupation / Title
- Company
- Industry
- Education

This will prove to be a major backbone for your sales and marketing success.

To make your contact database work for your business, you need to enhance your database from time to time. For this you need to understand and analyze your clients and prospects.

Collected over the years through several sources such as direct mail, website, telemarketing, promotions, events, and more – their database is now a mix of customer information with some critical data missing in each of the contact fields.

Best way for you to handle such situation is to own a foolproof database that will enable you to generate quality leads.

Database management will help you to get in-touch with your old contacts that were lying dormant in your list. Revive them to make turn them into quality leads.

Moreover, it will help you get details that include latest email address, name, title, phone number, postal address, zip, etc. The updated NCOA will help you to reach the ones who had moved out and re-touch them.

Appending proper email ids and other data to your contact lists will decrease the chances of email bounce rates or undelivered postal mails. This will also boost response rates thereby saving you a lot of money.

Most importantly, to improve the performance of each of your marketing campaigns, both direct and email, it is extremely necessary to augment your data either through in-house initiatives or through third party resources. Due to time restraint and resource crunch, more firms seek to append data through external vendors.

### Tidbits

By improving the quality of their customer data, publishers can easily build a strong business scenario. Did you know that, with 2 million names present in one customer data, even if you improve it through data management process by 10%, you will have the opportunity offer your product to 200,000 additional prospects.

**Result** – You get increased business ROI and save valuable time & money.

## Challenge – II

### Integrate information from multiple sources

Through data management process you can add vital multiple data information to your missing customer records. New contact information from data appending can be used to send targeted email communication to your customers. You will no longer have to worry about having incomplete database. And you can smoothly run your online or offline marketing campaign.



For years publishing companies have struggled to maintain the details of their subscribers that include names, address, phone numbers, etc. These information they have used regularly for telemarketing or direct marketing purposes. With time, came email addresses, mobile phone numbers, social media IDs, etc. While some prefer to be contacted via mail, some via mobile phone and some by postal mailers.

Integrating all the information becomes an impossible task for big or small publishing houses. However, with data management solutions, they have now been able to tie it all together.

In fact, almost 95% publishing houses are now outsourcing the data management services to different service providers to upgrade and update the subscriber or client information. Instead of the publishing houses looking for multiple sources, the data management service providers are providing the necessary information from new sources. This way they can now maintain accuracy and freshness in their customer database.

#### Tidbits

For decades, whenever magazine & digest publishers needed to add to new subscribers to their database they used to rent it from other magazines. Then they had to categorize and segment each contact. Although effective, this itself was a long-drawn process as well as expensive.

**Result** – With the availability of online databases, magazine publishers now can get as many contacts they want, with customized details as per their requirements.

## Data Management – an integral aspect for publishing houses

Apart from the need of owning an authentic and complete database of the target audience, data management also:

- Speeds up business processes with timely data delivery
- Eliminates cost of lost data
- Reaches a wide audience
- Enhances data availability and reporting
- Opens a cost-effective marketing medium
- Better marketing results
- Improves customer service

By integrating correct and complete information data management improves the quality of your in-house data. Experts are of the opinion that correcting customer data can lead up to an increase of 15.5% in conversion rates.

- Invalid data
- Incomplete data
- Inconsistent data
- Incorrect data

In a nutshell, all the information and records present in your contact list is highly valuable and important for your business and its growth. Every field has its own unique value when used appropriately. Owning a good database makes sense only when you understand the secrets of using it to make huge profits and build your credibility in your publishing business. What best you can do is maintain and manage your database to use it to your optimum advantage.

### Tidbits

Did you know that even as little as 10% of your bad data has the power to deteriorate the value of your sales and marketing assets?

**Result** – You get increased business ROI and save valuable time & money.



## About B2BDataPartners

B2Bdatapartners is a business cycle management company with clients across the world. B2Bdatapartners have transformed the way businesses work with cutting-edge technology and business management skills. We pride at offering customized solutions based on the clients' requirements and business scope.

B2Bdatapartners offers services that will help clients with their complete business cycle. This includes sales, marketing and customer service. For a business to work smoothly all the three wings have to work hand in hand. This is what B2Bdatapartners seek to do. With our services and applications, we help our clients bring all their business processes together and make their jobs easier.

