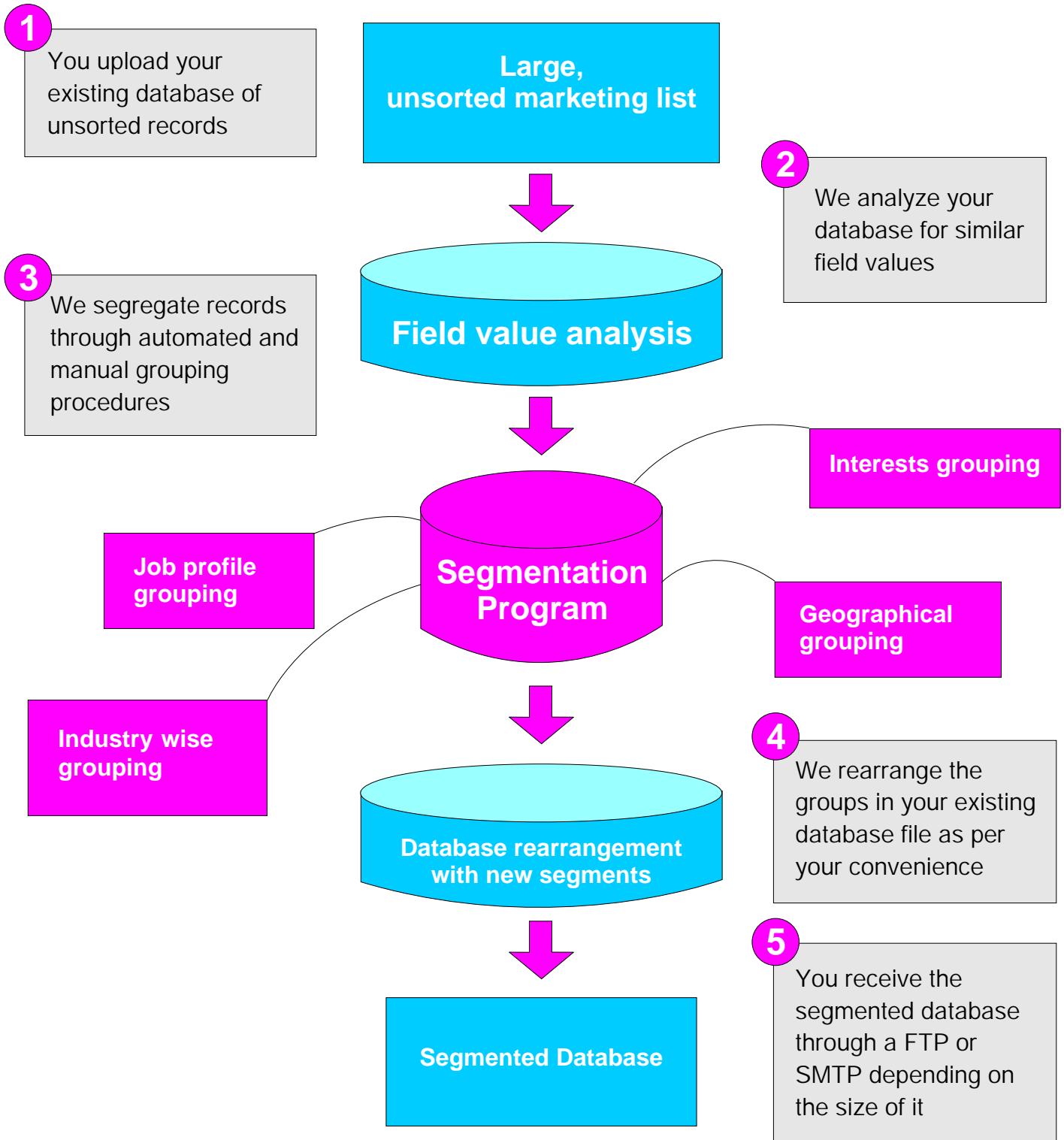


# DATA SEGMENTATION PROCESS

Still unable to find your best customers?



## Data Segmentation Process



## Data Segmentation Process

1

Your large database files containing prospect information reaches us through a suitable channel , mostly dependent on the number of records or size of the file .

2

The segmented database file is sent back to you via a channel suitable for it.

3

The grouped records assigned new positions in the record maintenance system, so that you are able to make efficient use of the segmentation output.

4

Records with similar values in the same fields are segregated into groups. The grouping is usually done on profile details like job role, geographical details, primary interest and industries of the people.

5

After receiving your file, we run programs to check for similar field values in different records. The analysis is automated and manually done as and when necessary. .

Are large databases making it tough for your sales and marketing teams?

Call on 800 - 382 - 4081 (toll free)

Or Contact us in your area