



The Solution is in the Data



Optimize

Analyze

Monetize

About

It's all about the data.
And what it can do.

Database or golden opportunity? Customer file or core asset? At **DataCentrix**, we believe the power of data is remarkable. Data holds the ability to boost performance, reveal new markets, invigorate campaigns and catalyze potential. Our goal is to help you harness it. And capitalize on all it can do.

Today, in the face of escalating marketing costs and shifting economics, a dynamic approach to data is key. So is a partner who recognizes that a missed opportunity can be just as costly as a mistake. Let **DataCentrix** turn your data into measurable results.

As one of the most respected names in data processing, ALC's data processing division, **DataCentrix**, brings over 30 years of industry experience to supporting companies in their data marketing initiatives.

Our services focus on three critical areas of expertise:

Data Optimization

- Address Standardization
- NCOA
- Merge-Purge-Suppression

Data Analytics

- Profile Modeling
- Response & Predictive Modeling

Data Monetization

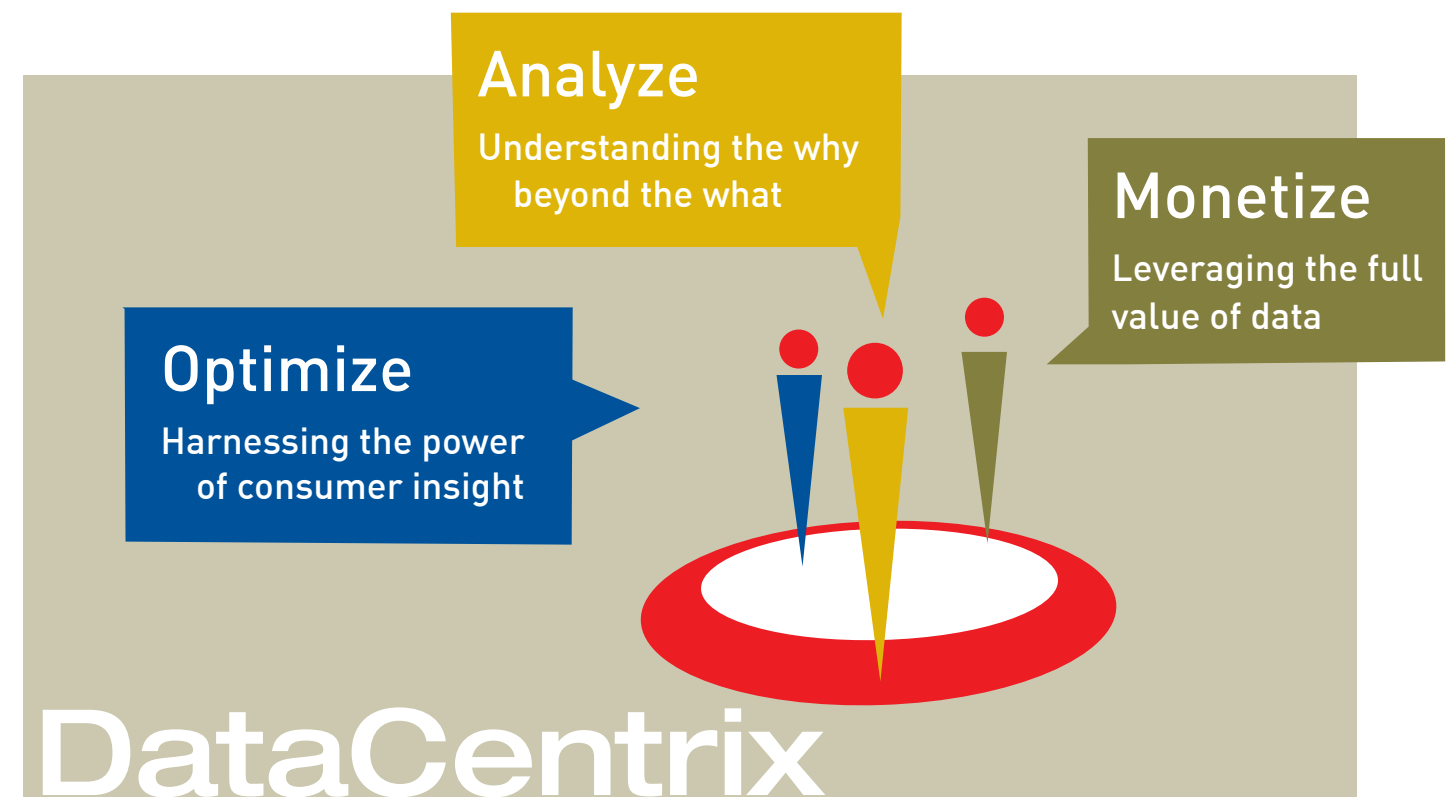
- List Fulfillment

DataCentrix: A Division of ALC

We bring the tools, technology, and deep expertise to uncover the real opportunities within your customer file – deciphering the code that enables you to tap the full promise of your data and pro-actively mine it to build your business. It's our ability to look beyond the action a consumer takes and understand "The Rest of the Story" that makes us different.

Building Solutions Through Data

DataCentrix creates value by focusing on three fundamental paths: Optimizing, Analyzing and Monetizing your data.



Our Difference



Expertise. Knowledge. Responsiveness. Clarity.
Good reasons why so many companies put their trust in us.

DataCentrix' core focus is on smarter marketing ... on partnering with our clients to support their current and future strategies. Starting with the recognition that every outcome is reliant on the data strategy that fuels it, we forge our relationships by asking the right questions – and listening closely to the answers. Then, we explore the possibilities with from a holistic point of view. Because we're a unit of ALC, we collaborate with your account team in Data Acquisition and Data Management in the creation of end-to-end programs that not only work to accomplish your objectives, but also help you identify new opportunities. Our deliverables are fully integrated with your plans for growth in new customers and revenue. From data hygiene to competitive intelligence, from enhancing your files to expanding your marketability, we function as an integrated team collaborating with your goals at the forefront. Try achieving that with an outside service bureau. Not likely.

The DataCentrix Difference:

- A dedicated and experienced team is involved at every level, offering the **unparalleled customer service** of a true marketing partner. We meet with our customers quarterly for feedback-driven improvements to our procedures.
- Investments in talent and technology yield the industry's **most rapid turn-around time**. More than 97% of queries and orders are fulfilled within 8 business hours.
- **Value** starts with our highly competitive pricing and ends with seamless delivery, creating efficiencies that pull straight to the bottom line. A checklist-driven environment prevents rework and saves everyone time.
- Disciplined approaches to Quality Assurance ensure **accuracy and precision in our deliverables**.
- **Investments in innovation** mean our customers benefit from services that are diversified and consistently expanding. Our ecosystem integrates best-of-breed technologies from **IBM, SAS, BCC, First Logic, Oracle, Linux** and others.
- **Extraordinary client satisfaction** is demonstrated in our 98% client retention rate.



Optimize



Optimize Your Data. Maximize Your Results.

DataCentrix provides robust and technologically-advanced capabilities for improving the quality of your prospecting and customer databases. And in turn, improving your ROI. We believe there is art in science – that the power in data is only as good as the intelligence that’s brought to masterfully harnessing it. Let us unleash yours.

DataCentrix Optimization Services Improve Targeting, Accuracy & Relevance:

Data Hygiene

With rising direct mail costs and environmental issues on everyone’s mind, data hygiene is more important than ever. Through our services, we verify millions of postal and email addresses, providing clean, updated individual, household or business information to improve performance and reduce expenses.

Merge/Purge/Suppression

Our merge/purge process goes beyond just list de-duplication to include list interaction analysis. This analysis identifies where names and lists overlap for a more strategic approach and improved campaign performance. Our suppression process is tailored to your needs creating further efficiencies in data performance.

Data Enhancements and Appends

We maintain fresh, accurate business and consumer information to append to your file from 40,000 industry sources – everything from demographic elements to attitudinal insights. Additional data can yield breakthrough intelligence and improved targeting.

What can your data tell you? Everything.

Smart marketers have come to understand that their success is ultimately a function of their ability to truly know their customers, and to understand, anticipate and be prepared to fulfill their wants, needs and desires. And they also recognize that it is crucial to be able to speak to their customers in a language they understand, about the things they care about, at the moment they are prepared to take action.

Our advanced tools work with your internal data and selected external sources to create the best information available, giving you a more comprehensive profile to yield the most profitable results.

Analyze



Innovative Ideas and Breakthrough Performance.

Today, there is more data available to marketers than ever before. From where and how consumers shop to what they click online, your best customers are sharing a multitude of telling insights everyday. Within this data, lies enormous potential. **DataCentrix** excels in creatively decoding and analyzing data to help our clients uncover the best and most profitable opportunities – in showing our clients the paths that most clearly lead to success.

Our smart, objective-oriented analysis of data leads to valuable insights that can inform effective marketing strategies. We've synthesized this concept into a proprietary process and set of deliverables called **i2A: Insights to Action**.

Customer Profiling represents the cornerstone of **i2A**. Insight into “who” your customers are is a critical exercise that informs both customer development and acquisition strategies by providing a 360 degree view of their **firmographics**, demographics, lifestyles and purchasing habits. The **i2A** process can both validate current assumptions and shed new light on what you may not know. These valuable insights can be leveraged to improve customer loyalty and lifetime value and to prospect more effectively for new customers who are likely to become “best” customers.

We create a robust and expanded view of customers and prospects by combining critical data sets including:

- Customer transactional information
- Demographics (age, income, presence of children, etc.)
- **Ethnographics** and Religion
- Psychographics (hobbies and lifestyles)
- **Sociographics** (social media activities)
- **Webographics** (online behaviors)

We then create a profile of this enhanced customer database overall and for key subsets. The **i2A** profile reveals important and actionable attributes that allow us to:

- Identify customer rankings by purchasing trends
- Define tiers of best-to-worst customers
- Understand/verify attrition cycle for lapsed customer
- Establish Lifetime Value definitions and metrics
- Determine transactional attributes and universes
- Isolate purchasing activities by channel (online vs. retail)
- Identify business customers' attributes including
 - Size of business
 - Home-based companies
 - Years in business
 - Industries and vertical niches (SICs and NAICS codes)
 - # of locations
 - Job title of purchase decision-makers
- Profile ranked customer groupings using appended consumer and business data
- Compare attributes among customer groupings and index vs. US population

The **i2A** Profile allows marketers to establish fact-based hypotheses and make smarter decisions to positively impact ROI.

Keywords: Leverage and Acquire

The **i2A** take-aways can be applied in a number of ways to leverage the value of existing customers and prospect effectively for new ones. Greater knowledge about current customers can open new doors for prospecting. Likewise, refinements to existing prospect universes can yield tighter segmentation and better results. Customer reactivation and efforts to increase lifetime value can be deliberate and fruitful.

Customized modeling also provides the ability to “match” attributes of your best customers to outside data resources for pinpoint selectivity. Model types vary based on the objectives and **DataCentrix** has a team of seasoned modeling experts who can deploy the right type for each need, including:

- Zip selection and suppression
- Good customer match
- Mailed regression

Monetize



Realize additional revenue from your existing customers

Monetizing your data is not just about revenue generation. It's about not missing opportunities. At **DataCentrix**, that's precisely what we do.

Our services include:

Enhancement Overlay

DataCentrix maintains national consumer, business, lifestyle, RFM and ethnic databases that can be used to enhance existing customer and prospect files. These provide greater insight into how to speak to your existing customers, as well as what types of marketers are likely to be successful extending offers to them.

Modeling Technologies

Modeling techniques can also be applied to increase the lifetime value of existing customers, acquire new customers and reactivate former customers. House file modeling can help determine the best current customers to target, when and how often. Modeling can enhance your re-activation efforts, reduce costs by eliminating unresponsive buyers and place the most emphasis on likely responders.

Marketing Database Hosting

DataCentrix provides the industry's most advanced options for hosting and leveraging marketing databases. Our platform enables secure, single-source Web access to both clients and ALC analysts, enabling uniquely precise data, better capabilities, and faster processing turn-around.

Leveraging your Asset

The same attributes that make your customers so attractive to you, make them just as attractive to other marketers. Who are those marketers? And how do you make sure you receive maximum value when they use your customer list or data?

When it comes to extracting the full revenue potential from your list, we offer the discipline and perspective of a leader – designing and managing a complete solution that brings more value to your list and more profitability to you in two distinct ways:

We Maximize Your Existing Data Set

Optimizing list rental opportunities starts with uncovering the customer “nuggets” that have real appeal in the marketplace. Something **DataCentrix** is an expert in. We have a finger on the market pulse, and can easily analyze and structure your data to fulfill identified needs and deliver marketable solutions.

Supplement Your Data – Augment its Value

From using enhancement overlays to boost the potential of your data, to superior custom modeling technologies we have the experience and data assets to make your file more valuable both to you and for outside usage. The combination of your data and ours, your customer intelligence and our marketplace experience, adds up to long term profitability.



Grow & Prosper



ALC helps clients grow and prosper through:

- Custom data solutions based on your business goals
- An absolute focus on clear, well-defined objectives
- A solid, well-conceived, long-term strategy
- A nimble approach that adapts to economic and social changes
- Seamless end-to-end implementation you can count on
- State-of-the-industry research and reporting tools
- Continuous evolutionary improvement, designed to grow your business
- A passion for leveraging the full value of your data

Let Us Show You Where Your Data Can Take You

Recognizing the power of data is paramount to realizing the full potential of your business. Meaning you don't just need a plan, you need a solid partner who can manage your entire data strategy – who can see the best paths, recommend the best products and anticipate the impact that market shifts may bring. And who can create the synergy that breeds success across all your data solutions.

As a world leader in integrated data strategies, ALC delivers a powerful advantage to our clients: the keen perspective of a tenured team that boosts both the process and the end product. We've grown our business into industry prominence by helping our clients find their perfect path. And by continuing to set the bar for what data can do.



ABOUT

OUR DIFFERENCE

OPTIMIZE

ANALYZE

MONETIZE

GROW & PROSPER

CONTACT US



Contact Us

In business, knowledge is power – and the ultimate source of marketing knowledge is data. Let us help you tap yours. For more information, or a personal consultation, please contact:

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