

Data optimization and direct market campaign execution *Trade Marketing Team: Data Services and Execution Team Support*

THE CHALLENGE

This leading software company's Trade Marketing team was asked to set up a campaign system to send marketing communications to prospective customers. Their IT team implemented an ePiphany tool and a separate marketing communication firm was responsible for content. No one was assigned to data integration and campaign execution follow-through.

THE ENDEAVOR SOLUTION

Due to our domain expertise, Endeavor was brought in to manage the ePiphany platform, data integration, and management. We assembled two highly specialized teams to deliver a complete solution.

Endeavor's Data Services Team accomplished the following results:

- ◆ Data acquisition and analysis of data from several different sources (both internal to the software company and third-party sources)
- ◆ Data profiling and discovery to ensure system compatibility prior to deployment.
- ◆ Applied specific customer contact preference to ensure global regulatory compliance.
- ◆ Data cleansing, standardization, and enrichment, including postal verification and deliverability scoring.
- ◆ Creation of a global data governance council and stewardship program to guide data transformation and integration.
- ◆ Successful extract, transform, and load (ETL) from disparate data sources into a single repository to drive ePiphany solution.
- ◆ Architected a data infrastructure system (staging database) for integrated reporting, data quality maintenance, and extraction into ePiphany systems.

Endeavor's Campaign Execution Team accomplished the following results:

- ◆ Global campaign execution for marketing and customer retention communications.
- ◆ Publication of campaign effectiveness reporting to drive ROI calculation.

THE RESULTS

At this time, Endeavor is responsible for all operational and data maintenance for the Trade Marketing team's campaign efforts. Measurable results include:

- ◆ The first customer campaign was executed after only two months of infrastructure build-up from ground zero.
- ◆ Over 75,000 customers were reached in the first month.
- ◆ Lead time for campaign execution was dramatically reduced to days instead of weeks.