

Introducing Co-operative databases:

“As a global provider of data driven solutions to both B2C and B2B markets we are committed to offering solutions that will yield the best return on investment for our clients.

Well targeted lists taken across single sources, still make up the lion share of most mailers campaigns; however co-operative databases have become increasingly popular as they have evolved since the early 1990's.

In those early days we had put together groups of lists that had a similar profile utilising some transactional information to allow us to create basic propensity models. These were restricted to one mailer as their private prospect database.

Many multi-source data owners have created their own co-operative databases, providing net names and excellent selections to the market and these too work very well. Typically, these have been catalogue mail order buyers or across publication titles.

Today, the co-operative databases have become very sophisticated on both B2B and B2C providing effective tools for analysis, market insight and as vehicles for customer acquisition.”

Neil McCarthy

Managing Director
Intermedia Global Ltd

“We challenge you find out more how co-operative databases can improve your results and provide the most powerful tool in your multi-channel marketing toolkit to optimise your marketing efforts and boost your results”

The Abacus Co-Operative

Abacus builds on the promise of transactional data to predict future buying behaviour. As the industries premiere source of transactional data, the Abacus co-operative houses more information on more consumers and business buyers than any other source, giving you the most accurate picture of your customers and marketing prospects available.

The Abacus Consumer Co-Operative portfolio

Customer Acquisition:

Identify compelling new opportunities among the largest multi-channel universe of buyers that represent the highest response potential for your offers.

- 700 Members
- 18 Million UK Households
- 500 Million Transactions

Retention Services:

Analyse your existing customers' activity compared to other Abacus co-operative members. Hone your strategy, increase revenue from established customers and develop the campaigns that keep them coming back.

Abacus [ONE]:

Drive multi-channel sales and find larger universes of more responsive prospects.

By combining modelling precision and efficiency, Abacus [ONE] delivers highly targeted mailings that improve your ability to forge long-term customer relations.

With the enhanced fulfilment methodology of Abacus [ONE], clients realise an increase in response rate, a lift in pound per book and much larger mailable universes.

Already a proven success in the USA, it is an enhanced modelling fulfilment that adds an innovative new dimension to the process of targeting the most responsive names in each mailing.

Abacus Business-to-Business Co-Operative Portfolio:

Access business transactions and contacts that influence or make business purchases across organisations of all sizes.

- 60 Members
- 2.5 million Business Contacts
- 50 Million Transactions

Abacus Publishing DataFile:

The Abacus Publishing DataFile brings together actively purchasing subscribers from over 300 different consumer publications that have multiple subscriptions, allowing you to target high volumes of affluent households that are responsive to direct mail. The Publishing Data File is updated regularly ensuring it remains dynamic and relevant.

Solo and Continuity:

We recognise the importance of striking a balance between upfront response and back-end conversion for profitable customer recruitment in the continuity market. We understand that a Solo or Continuity purchase is more predictive than an affinity purchase. With over 4.5 million recognised Continuity buyers, we have created Continuity product categories allowing variables to work harder within a model to select the right prospects time and again.

Analytical and Multi-channel Measurement Services:

Analytical Services:

At Abacus, partnerships with today's leading marketers give us invaluable perspectives on the trends shaping multi-channel marketing.

Our analytical services are specifically designed to put that expertise to work by helping you build sustainable, profitable and long-term relationships with your customers.

We can help you develop an innovative multi-channel strategy that makes the most of your existing resources while meeting your objectives for response and profitability.

Custom Analytics:

Target the right customers, effectively segment your customer base and develop the optimum contact strategies for your target audience.

Abacus Market Insight:

Define your market share through customer insight using a comprehensive profile and analysis of your customer base versus that of the competition. You'll gain greater clarity and context for your strategic marketing efforts.

Abacus Analytics Menu:

Pull Strategic and *Actionable* reports to help you learn more about the demographic and behavioural traits that define your customers.

These reports allow you to compare your customers to the buyers in your merchandise category; identify seasonality on your housefile, discover trends in your customers purchasing behaviour and segment your housefile based on category spend and share of wallet.

This insight will optimise your contact strategy for active customers more effectively reactivate lapsed customers and ultimately grow the ROI of all your housefile campaigns.

To discuss how Co-Operative database solutions can work for you contact Neil McCarthy for a free consultation today on +44 (0) 1234 834580 or email neil.mccarthy@intermedia-global.com