

DATABASE MARKETING

Keep it together with aap³

aap³ Integrated database marketing strives to generate 1:1 communications using customer information stored in a central database.

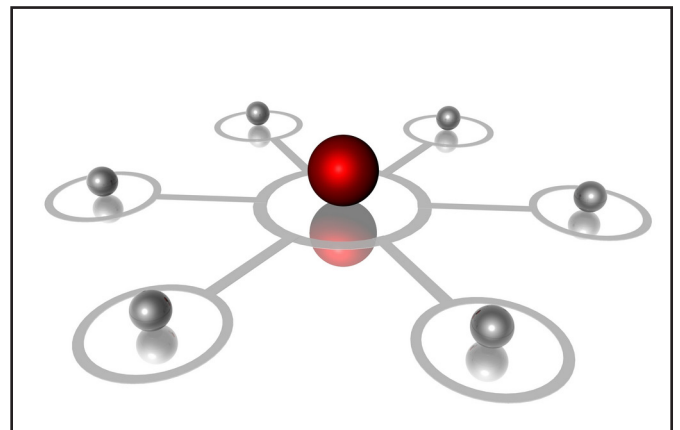
Through a range of mediums such as email, telemarketing, direct mail and events both online and live, aap³ are able to integrate content, execute campaigns, and analyze results. Leveraging database marketing will enable your company to collect all the relevant data and subsequently always deliver the right messages to the target audiences.

Strategic segmentation

Pre-campaign analysis of the marketing message and available target audience to best determine the segmentation strategy.

Content integration

Developing creative web content and ensuring that all customer responses, irrespective of marketing media, including clicks, leads, unsubscribes, etc are tied back to the central database and readily accessible via CRM applications.



Campaign execution

Ensuring that all marketing campaigns are delivered in timely manner via internal blast tools to the targeted segments and that response results flow back into the central database. Vendor Management solution provides a single channel resource for contract and permanent staff.

Marketing analytics

Leveraging marketing analytics tools such as Dataflux and SAS to measure the impact of outbound marketing activities and build customer profiles that can be used to measure ROI (lead generation) and build customer profiles for subsequent segmentation.

What makes us stand out?

Our Approach

aap³'s comprehensive approach to marketing, ties all outbound and inbound activities to a central marketing database which enables users to quickly measure ROI, this in turn effects marketing efforts and continually develop the integrity of the database.

Our Skills

We have employee technical skill sets ranging across

- Events - Online and Real-time
- Management
- Campaign Management
- Web Development and Design
- Content Integration
- Analytics (SAS and Dataflux)

Our Services

aap³ has the full range of services, from program inception to value add analytics, as well as the expertise to manage those services. Our team has the technical skills to run the entire program cycle, as well as the expertise to work as a managed marketing service. We also offer flexible modelling; work can be done onsite through a staff augmentation model, as a semi managed, or fully managed service.

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