

# solutions

## Data Mining

*Using your database to gather leads is not as hard as you think*

In order to produce a successful direct marketing campaign, all you need to have is a great database, right? Not quite. Producing an effective 1:1 print campaign starts with having a great database, but once you have the data, you need to figure out what to do with it. Often, that means data mining.

*Data mining.* The very phrase strikes fear into the hearts of many marketers. The ability to connect the dots to reveal buying habits and other customer behaviors is something many see as complex, expensive and available only to the largest companies. In reality, effective data mining is well within the reach of nearly all marketers.

### Keep It Simple

There are three key steps to mining data:

- 1) Know what data is available
- 2) Ask questions about that data
- 3) Look for useful relationships

The first step is to understand the field headings in your database. In other words, what data are you capturing? Most databases include basic information such as name, address and purchase history. Are you also capturing information such as age, gender and home ownership? This determines the scope of the queries you can run.

Running queries simply means asking questions of the data. If you are a retailer, you might ask, "Which customers purchased hardwood flooring last month?" If you know that these customers are also likely to purchase area rugs and floor conditioning products, you're off to a great start. You might then want to refine your search, sorting by age, income or gender. This allows you to cross-sell products more appropriately.

### Look at Everything

The great thing about data mining is that sorting is free. Run every type of sort you can imagine. Is there a relationship between hardwood flooring and gender? How about income? You might find that data you never considered, such as date of purchase, has more relevance than you think.

For example, one retailer discovered that its sales of sporting good products spiked on the third Saturday of the month. So it created a 1:1 personalized campaign offering staggered incentives based on spending level for purchases – you guessed it – made on the third weekend of each month. Revenues soared.



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### Make the Most of What You Have

Every business has a database program, so make the most of it. Even basic software like Microsoft Excel® or Microsoft Access® provides some data mining capabilities. Or you might want to consider purchasing add-on data mining modules or third-party software. If you have customer information in multiple databases, think about combining them into a single, comprehensive database for use in marketing. Even if you don't, you can often extract useful information from even one or two databases.

Don't overlook outsourcing. There are plenty of companies that specialize in this process. Many will use the moniker "business intelligence" or ETL (extract, transform, load) companies, and costs for their services can be very reasonable.

### We Can Help

At TanaSeybert, we've been managing and producing 1:1 print campaigns of all sizes for decades, and your account representative can provide you with guidance to make the most effective use of the data you have on hand. And our in-house mailing division means you can keep all facets of your project under one roof, affording you a maximum level of control and cost-effectiveness.

So get curious. Take a few hours to run a variety of sorts just to see what you can find. That curiosity could make a big difference to the bottom line.



# Database Demographics

## Targeting the generational divide: who sees your direct mail?

When it comes to marketing, there has been a lot of talk in the media about "the generational divide"—the fact that younger consumers have different media affinities than their older counterparts. According to an MTV Networks and Associated Press April 2007 survey, nearly one in five teens and young adult consumers can't live without their iPods; nearly half can't live without their cell phones.

Clearly, your media choice is critical to bridging this divide. But you might need to target to the generational divide within each chosen medium.

### Speak Their Language

Let's say you own a flower shop, and you're planning a direct mail campaign that involves sending out 2,500 postcards within a certain ZIP code. Now, say that you know the basic age categories of your target audience. To those in their 40s and up, you might use the headline: "Flowers—A Better Way to Say You're Sorry!", along with a split graphic: on one side, an image of a husband sheepishly doing the dishes; on the other, the husband bringing home an armful of colorful flowers, with the dishes still in the sink.

To effectively speak to the largely single and heavily mobile 20s and 30s culture, however, you might use the headline, "Good...", with a picture of a cell phone screen and the message "PLZ 4GV ME." On the split side of the graphic, the headline might continue "...Better!", along with a picture of a large bouquet and a bottle of wine.

### Don't Stop There

In either case, 1:1 personalization can build on this segmentation with an additional hit of relevance. For instance, you might consider tacking on a flag at the top that greets the recipient by name, with the text adjusted by gender. "Bob, were you a naughty boy this week?" or "Jane, were you a naughty girl?" Of course, you can personalize other aspects of the text as well.

Think this kind of personalization is too expensive? Reach out to us for a consultation. TanaSeybert's experienced account representatives can help you determine an approach that is commercially and cost effective.

### CONFORMER EXPANSION MAILERS OFFER A PREMIUM LOOK

*When sending a pack of materials to your targeted database, sturdy Conformer Expansion mailers yield a host of benefits, while saving you money:*

*Postal savings: patented design allows these mailers to be posted as flats, rather than at the more expensive parcel rate for their padded counterparts*

*Environmentally responsible: choose your own FSC-certified stock to create your Conformer mailers, which also recycle more easily than padded mailers*

*Marketing ROI: brand your mailers with your corporate logo, creating greater name recognition while distinguishing your company from your competitors*

TanaSeybert is the exclusive print vendor for Conformer products in the New York area. For more information, contact us at [info@tanaseybert.com](mailto:info@tanaseybert.com).

