

Webinars for Database Marketers



EXPERT TRAINING SOLUTIONS

AVAILABLE 24/7 UNLIMITED ACCESS

OVER 140 HOURS OF DATABASE TRAINING MATERIAL FROM THE BEST AND THE BRIGHTEST

At your desktop, in the training room, or at sales meetings, you can bring the experts in-house without paying for travel and high consulting fees.

At last, you can train your associates virtually one-on-one, using the world's most experienced database marketing professionals—and all for just one, low annual subscription fee.

Now, savvy marketers can have their key people taught by recognized database marketing experts and take full advantage of the best that modern communications technology has to offer. Data University delivers “actionable knowledge” to positively impact revenue and profitability.

For a low annual subscription, you can enroll all associates in Data University. One fee provides unlimited access for everyone.

After training, they'll move on to more productive careers... in your company! And, they'll bring more money home... for you! Over 140 hours of training at your fingertips Designed for newcomers as well as for marketers who need to upgrade their skills, Data University's Webinars for Database Marketers curriculum is comprehensive and far-reaching. Here's a sample of the topics available on-line, anytime:

CORE COMPETENCIES

- Prospecting Databases
- 25 Ways to Succeed in Database Marketing
- Lifestyle, Psychographic and Other Niche Data
- Data Types and Their Applications

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

- Building Greater Customer Lifetime Value Identifying the Best Customers to Retain
- CRM: Perception Vs. Reality
- Increasing the ROI of your Database with Rules-Based Marketing

INFORMATION PROCESSING

- Postal Coding for Data Quality Data Integrity and Hygiene
- Capturing the Touchpoints: Database 101
- Discounts and Deliverability with Addressing Tools

MARKETING AND COMMUNICATIONS

- Email Marketing for Success
- Using Customer Segmentation to Drive Creative Strategy
- Targeting Customers Through Multi-Channels
- Retention Email: Techniques You Should Be Using NOW



PRIVACY

- How to Generate and Enhance Customer Trust
- Privacy Law and Legislation Update
- Data Security: Translation of Legal Requirements into Internal Policies
- Managing the Risks Related to Privacy and Security

RESEARCH AND ANALYSIS

- Predictive Modeling for Non-Statisticians
- Building a Better Prospect Universe
- Understanding Your Customer: A Quantitative Approach
- Optimize Your Cross-Sell Program

Who Should Attend?

Anyone who uses database marketing and wants to gain expertise in leveraging and integrating all available information sources to drive increases in sales and decreases in costs.

Past attendees have included associates new to database marketing, employees moving into unfamiliar positions, and experienced marketers wanting to learn about the latest techniques and

technologies. They have come from a wide-range of companies, which matches the broad experience of our expert staff whose careers have spanned virtually every industry segment and vertical, including:

- Financial, Banking
- Insurance
- Pharmaceutical
- Publishing and Electronic Media
- Non-food Retail
- Supermarkets and Restaurants
- Health Care
- Telecom and Communications
- Manufacturers
- Direct and General Agencies
- Data Providers
- List Brokerage and Management Companies

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