

▶ fact sheet

inSight integrated database marketing solution

Analyze and act.

Publishers understand the value of each customer has far greater potential than the price of a single print subscription.

By embracing true multi-channel audience development, publishers can now capture an in-depth analytical view of each customer, which can dramatically maximize their value.

inSight is the best-in-class integrated database marketing solution that allows your audience development team to gather information from multiple sources including print subscriptions, online activity and e-newsletter subscribers. These sources can be enhanced by appending demographics, model scores, promotion history and more.

This data is summarized at the individual and household levels and can be analyzed and acted upon to deliver precisely-targeted messages that resonate with your customers. The in-depth knowledge of your



We start with a database design purpose-built for the publishing industry. We then customize inSight to meet your specific requirements.

customers provides advertisers with what they need: the ability to finely-tune messages based on the customer.

We work with you to manage and execute all of your data processing related activities, freeing your audience development team to focus on new creative ideas and managing

their marketing campaigns, rather than managing multiple vendors and processes.

Further, inSight provides seamless integration across the various platforms within your enterprise, ensuring that all data flows are in sync. You can now be certain that your customers are receiving what they want, how they want it, and when they want it.

The siloed organization structures of the past will not work in the future — and the future is now.

With the inSight database marketing solution, you get more Integration. More relevance. More value. Palm Coast Data. Get more.