

DATABASE MARKETING

Business-to-Business & Consumer

Deliver marketing knowledge needed to make informed business decisions through:

DATABASE SYSTEMS

- Technology services to build and support database information systems that house customer interactions, including ability to integrate data into a client's existing CRM platforms

ANALYTICS

- Expertise to discover the meaning in data through modeling, surveys, and other statistical tools

REPORTING

- Expertise to convert data into actionable reports to facilitate informed business decisions and delivery of the right message, to the right customer, at the right time

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