

Do you want more reliable **customer and prospect data** in your databases?



- › **Do you struggle to keep your critical marketing database up to date?**
- › **Is “return-to-sender” and “left address” mail piling up under your desk?**
- › **If you had cleaner data would your campaigns be more effective?**
- › **Is your cost per lead increasing because of bad data?**

Data. It's the bane of every marketer and sales director's life. No sooner is a record entered in the CRM or sales-management system than it begins to age.

It's no surprise that up to 30% of a database can go out of date every 12 months.

Purchasing new prospecting lists is costly – and it doesn't solve the problem of what to do about out of date customer records.

At the same time, keeping data clean is no small task either.

Who has time to collect “return-to-sender” or “left address” mail, call the company involved to verify the record or uncover the right person to send information to?

The short answer - no marketing or sales directors that we know.

That's why Outsource has a total data management solution designed specifically to address this critical business issue.

We know that:

poor data = fewer leads = more cost per lead = less profit

Would your lead generation and customer relationship programs be more effective if you:

- › followed up every bounced email or returned direct mail to get new or corrected contact details?
- › cleaned your data after every lead generation campaign?
- › had access to a team that could clean your bad records in hours or days, not weeks or months?

At Outsource we can provide you with all of these options.



More than just data cleaning

Outsource can do more than just clean your data post-campaign – we can build and execute campaigns as well.

Our marketing services team can work with you to build creative, effective programs that bring in new business.

And we have all the other components in place you need to run campaigns from start to finish.

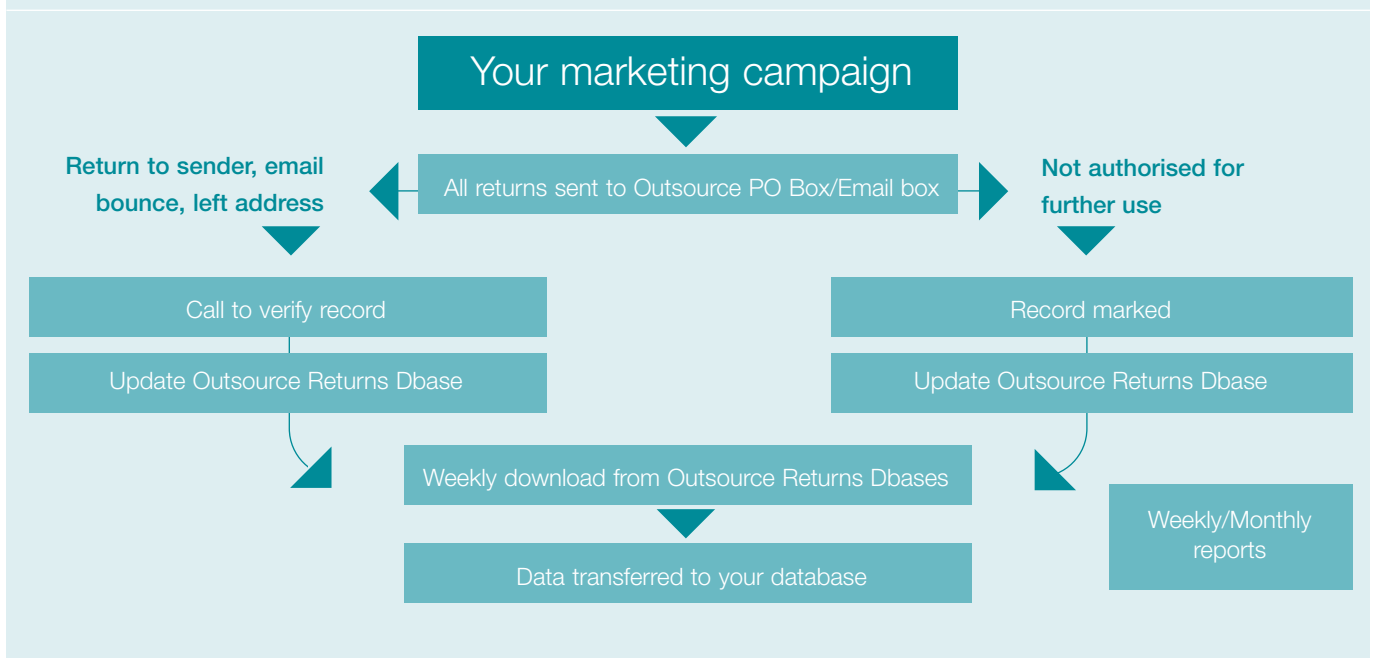
How it works:

- › you put our PO Box as the return address for your direct mail campaigns (or forward all bounced emails to us)
- › we collect returned mail/email each day
- › we load up your original database list into our call centre system
- › our phone operators work through the returned mail calling each company (or finding them if they've moved) and identifying the right person to send the campaign to
- › the returned mail is opened, re-addressed and re-sent (optional)
- › cleaned data is supplied back to your master system in whatever format you require – and meeting Australia Post mailing requirements
- › if you use a hosted database system – the Outsource team can directly edit your records.

What it costs:

Outsource charges a monthly fee for this service based on a number of factors, including how many records each month need to be processed, how long each call is expected to take, and whether re-addressing and re-mailing is required.

A typical monthly data management program



For more information about how Outsource can help you keep your data in peak condition contact Adam Benson, managing director at infonow@outsource.com.au

