A business case for getting the right marketing database now.

High performance, multi-channel marketing requires a high performance database. A database that supports targeting, historical and trend analysis, multi-channel support and performance measurement. A database that's ideally built for a marketer.

If you're "making do" with an ineffective marketing database and poorly performing marketing automation tools (or none at all), every campaign you run is costing you both money and opportunities for gaining customer insight.

Don't wait any longer.
Call Quaero.

Quaero's unique methodology
has helped us design or improve
more than fifty of the largest
direct marketing databases
in use today in the US.

To identify the optimal marketing database and supporting automation, Quaero specialists assess not only the client's technology environment but also the client's marketing effectiveness along the Six Dimensions of Marketing PerformanceSM: Technology, Data, Strategy, Organization, Process and Measurement.

Understanding and making best-practice process improvements in these areas enable Quaero to develop, build and install the ideal database and/or marketing automation technology for each client's specific needs – creating a robust marketing infrastructure that effectively and consistently reaches targets, maximizes ROI and minimizes risk.

Quaero has implemented the marketing database infrastructure for seven of the ten largest financial services companies in the US.

Quaero is your guide to a database that can transform your marketing.

Quaero's database clients include Washington Mutual, ABN AMRO, Readers Digest, EMC and Wells Fargo.

Our consultants have deep experience with leading marketing technologies and have deployed them for multiple industries. They understand both complex and simple database requirements, and know how to deliver effective, extensible ademands of today's marketers.

Let us assist your organization by

◥ Designing and building your optimal high performance database/data mart, or redesigning the one you have

◥ Installing it expertly at your office or hosting it for you online

◥ Optimizing your existing applications for business intelligence, data hygiene and more, or implementing critical new ones

◥ Training your marketing staff

◥ Providing technical support

◥ Helping you develop a system for consistent, accurate performance measurement

◥ Providing expert marketing analysis, to help you understand the information within your database and act quickly upon its insights.

Do your homework.
Read our **free** book.

Return the attached card, call or visit our website to register to receive our free Database Performance Checklist and a copy of High Performance Marketing Databases: How to Marshal Your Marketing and IT Resources for Success. If you are deciding whether to add to or upgrade your marketing technology infrastructure, you need to read these 14 idea-filled essays. Among the valuable topics inside:

Would your company benefit from a marketing database, and if so, what type?

❚ Three starting points for beginning database marketing infrastructure — and how to avoid the pitfalls with each

❚ Best practices in marketing database design

❚ The eight risks associated with all marketing database implementations — and how to mitigate them

❚ Quantifiable benefits: help with building a business case for marketing technology investment

I want a better database for my company.

Please send me your free Database Performance Checklist and a copy of High Performance Marketing Databases: How to Marshal Your Marketing and IT Resources for Success.

_____
NAME

_____
TITLE

_____
COMPANY

_____
ADDRESS   CITY   STATE   ZIP

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PHONE   E-MAIL

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