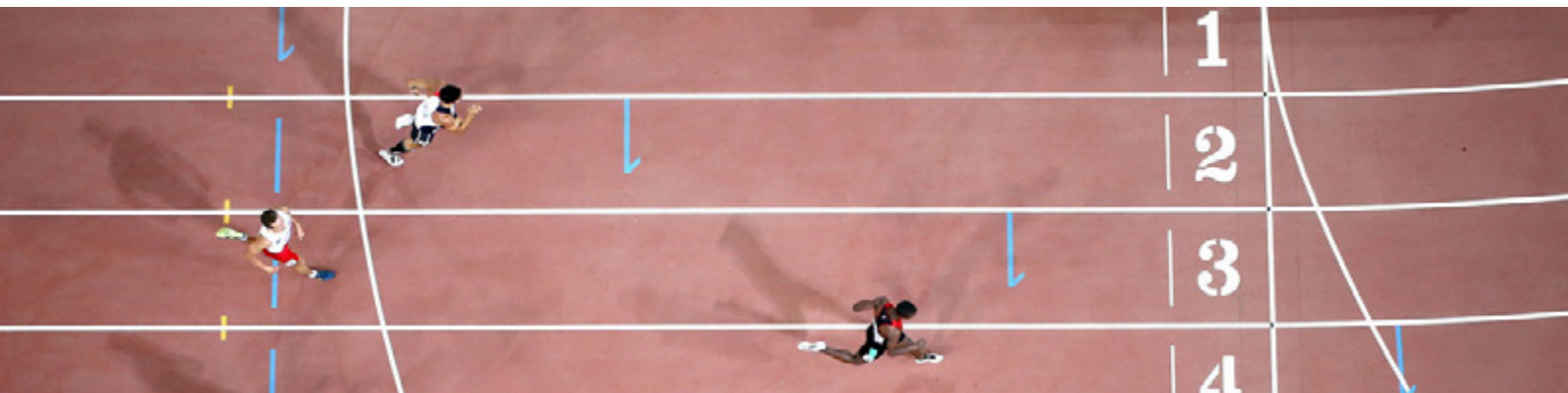


# Increase Marketing Performance through Data Enhancement



Is there a sense of disappointment with the performance of your marketing campaigns? Your producing high quality content and have a well-structured nurture plan in place, but the results coming through are lower than expected.

There could be a number of data related issues that are impeding your marketing campaigns reaching their true potential.

Contact Level / Company Level Duplications:

- › Can you see many contact duplications in your universal database or are you operating across multiple databases with duplications across both?
- › Is there company level records duplicated due to differing naming conventions in your database?
- › The over-riding issue is one of a customer service nature
- › Contacts who receive high volumes of marketing material and sales calls due to duplicated records will become disenchanted with your brand

The IT world is a small place and being seen as a “spammer” impacts on brand image and general feeling within the market

Lowering the open rate of your messaging and attention paid to what could be very good material

Resolving the duplications issue is one pillar of data management and is essential to keeping your prospects on side.

If you would like a scoping conversation to assess the viability or scale of a mass de-duplication project please get in touch. No matter how complex it may seem, we can simplify it for you.

**Astute Marketing Services Ltd.**

25 Oxford Road, Bournemouth, BH8 8EY, United Kingdom

Phone 0800 124 4167

Email [sales@astutemarketingservices.com](mailto:sales@astutemarketingservices.com)

Company Reg. #6753884

VAT Reg. #944 9435 87

