

DATABASE MARKETING OVERVIEW

Database Marketing Experience

Explore's Database Marketing team is well versed in both the technical and strategic elements necessary in today's complex Database Marketing world. From campaign strategy to manipulation and cleanup of your contact database, our team has been there and succeeded. We're experienced in both Oracle and MS SQL RDBMS environments, and have used tools such as E.piphany and Kona to design and launch DM, Email, and Telemarketing campaigns. We perform the testing and analysis necessary to determine what's working and what's not so that your marketing strategy is based on the hard facts needed to ensure it is the right one.

Explore Consulting Commitment

Our commitment to guide and support the ongoing design and execution of your Marketing Strategy is unparalleled. The majority of our consultants have 5-20 years experience—from senior marketing managers to experienced mid-level marketers, Explore boasts a diverse group of candidates tailored to fit your equally diverse needs. As issues are identified, Explore Consulting welcomes the opportunity to partner with you and present our consultants as a possible solution.

Explore Consulting is on the web!
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425.462.0100

CUSTOMER RELATIONSHIP MARKETING

Having recently worked with Microsoft's Customer Relationship Marketing Group on campaigns ranging from small to Herculean, Explore Consulting is well suited to working with your company no matter the scale of your marketing goals. We're well versed in:

- **Data Analysis** – Specifically in testing and analyzing campaign data.
- **Marketing Strategy** – Manipulating audience and contact methodology to get the most out of your marketing dollar.
- **Marketing Execution** – Trained to work within your contact database using SQL, E.piphany, and other CRM tools.
- **Working with your Partners** – Explore's consultants have worked with numerous mail houses, data processing centers, and list brokers.
- **Privacy Compliance** – Designing the systems and/or procedures necessary to ensure your customers' privacy is respected to minimize opt outs.

Our consultants have been involved with CRM programs and Marketing Databases at several stages of the life cycle. Whether yours is barely in planning, or already a completed CRM solution, we have the per-

"As our organization expanded from a regional to a national market, Explore's technical marketing experts were able to assist us in reaching our target audience using highly effective, cost-efficient techniques."

-Bill Rooney
Vice President
TW Williams Group, Inc.



The Explore team understands marketing and its impact on your bottom line.

sonnel to design, maintain, and operate any or all pieces of your marketing puzzle. But regardless of your particular situation, Explore's foremost desire is to see that you and your company meet with success, and we'd like to be a part of it.