



The NCDM Database Excellence Awards honors organizations who have demonstrated ingenuity and creativity in leveraging their marketing databases. The following companies have achieved dramatic, measurable results by applying statistical techniques, leveraging systems capabilities, or reorganizing to become more customer-focused.

The Four Categories are:

☆ ANALYTICS & MODELING APPLICATIONS

☆ TECHNOLOGICAL APPLICATIONS

☆ MULTICHANNEL MARKETING

☆ BUSINESS-TO-BUSINESS

Receiving an NCDM Database Excellence Award validates the high caliber and effectiveness of cutting-edge expertise and achievements in the ever-changing database marketing industry.

*Congratulations to this year's winners.*

☆ ANALYTICS & MODELING APPLICATIONS WINNERS ☆

*GOLD*



Subscription Partners, LLC & Integrated Marketing Technology

Subscription Partners (SP) launched a one-year pilot program in June, 2007, whereby the subscription data from most of the magazine industry's major publishing companies (141 magazines in all) were combined into the industry's first cooperative subscription marketing database containing full transaction data. The database vendor in charge of the database build, campaign segmentation and analytics is Integrated Marketing Technology, Inc. (IMT). SP is testing two large direct marketing business concepts built around cooperative database marketing.



The first business is a new large-scale magazine subscription agency, in the mold of PCH and AFP, but built around database marketing, not sweepstakes. The prospect names for SP's subscription promotions come from the transaction history (orders, payments, and cancellations) contributed by publishers. SP uses this information to determine the best prospects for subscription promotions to consumers using a variety of database marketing segmentation techniques and back-end analysis work.

The second business is a data scoring business. With its collection of subscription-oriented transaction-based data, SP is putting all of this predictive data to work by developing response models and helping magazine publishers improve profits associated with their own subscription marketing campaigns – including retention, cross-promotion, new subscriber acquisition, and expire reactivation campaigns.

## *SILVER*

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Adobe Systems, Inc. & G2 Knowledge Consulting

The CS3 product launch was the most successful product launch in Adobe history. The use of database marketing methods to identify and target specific customer and prospect groups from the Adobe marketing database contributed to the successful CS3 product launch. In addition to the success of the program, the level of international coordination of database modeling and targeting was unprecedented compared to prior direct marketing programs. The lessons learned and experience gained from this program will serve as the basis for future global direct marketing programs at Adobe.

## *BRONZE*

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Madison Square Garden

A few lackluster seasons coupled with a crowded entertainment market was causing a decline in ticket sales for the New York Knicks. Despite their limited marketing budget, the Knicks marketing department were under increased pressure to justify their budget and show results. Seeking help, they turned to the MSG Audience Insights and Planning department for guidance. Together with the Knicks marketing department, three core groups of attendees were established. Each core group was then segmented and analyzed by at least 5 distinct characteristics. Each segment underwent various types of analytics and data mining using more than 20 different points of existing data. Learnings from the analytical reporting helped the Knicks to efficiently and effectively direct their marketing efforts – including direct mail, email, and traditional advertising, resulting in increased revenue, increased marketing budgets, and an effective ROI process.

☆ TECHNOLOGICAL APPLICATIONS WINNERS ☆

*GOLD*



The New York Times

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The Allant Group

The New York Times and The Boston Globe, newspapers owned by The New York Times Company, worked closely to research, scope, and implement an integrated marketing database solution to materially improve return on marketing investment.

The objective was to implement a customized solution that successfully integrates systems across multiple vendors and multiple locations, while accurately and efficiently processing a large amount of dynamic data. The project timeline was very aggressive, as the system had to be in production within six months from the time a request for proposal was distributed. To ensure that the data was high quality and up-to-date, the solution needed to include regular data feeds, cleansing and quality assurance procedures.

Since the solution launched less than three months ago, The New York Times and The Boston Globe have experienced measurable benefits in speed and accuracy, campaign response rates, and many other areas. Database production expenses were kept constant, incremental savings are expected in other areas, and capital expenditures were not required.

*SILVER*



The Allstate Corporation

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ChoicePoint Precision Marketing

Companies like Allstate, who build sales momentum through a distributed sales organization, have unique marketing needs and challenges. Corporate business and financial goals must be synchronized with the individual needs of field based sales representatives. Integrating strategic insight with tactical efficiency is crucial to support business growth and enhance operational and sales efficiency.

Allstate's Target and Grow (TaG) web-based turnkey direct marketing system was designed and developed with ChoicePoint Precision Marketing to address these business challenges for their sales network comprised of 14 Regional Marketing teams and approximately 12,500 agencies. Allstate's vision was to introduce a web-based marketing system that provided Regional Marketing teams and agencies the ability to meet sales objectives through benefit-rich acquisition, retention, and cross-sell direct marketing initiatives. Their goal was to increase marketing flexibility to quickly and effectively respond to changing business needs and provide "one-stop" intelligent shopping so that the agencies could minimize time spent on marketing activity and focus on what the agency does best — sell.

Launched January of 2007, TaG has been deemed a success. TaG's technology platform, database environment, campaign management interface, and integrated business intelligence tools allow Allstate to measure premium growth, enhance brand, and derive economic value from targeted agency based communications.



## BRONZE

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CognitiveDATA, Inc.

CognitiveDATA, Inc. (CDi) specializes in increasing direct marketing response rates without disrupting the client's existing marketing process. The marketing technology company has a proven track record with many of the largest direct marketers of the country. Founded in 2001, the company has focused on value innovation in the areas of data quality and identity technology. CDi has created advanced Response Technology Solutions that provide an immediate and measurable return on the marketer's investment. In August, 2007, CDi was recognized by the *Inc. 500* as the 208<sup>th</sup> fastest growing privately held company in the United States.

☆ **MULTICHANNEL MARKETING WINNERS** ☆

## GOLD

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Progressive Enterprises Limited & Proximity iD Limited

Supermarket retailing is one of the most competitive sectors in the New Zealand marketplace. Progressive Enterprises have historically used traditional media to advertise and promote to its customers, including the use of generic catalogs delivered unaddressed via the letterbox. In using this medium, Progressive has been constrained in leveraging one of its greatest assets – the data collected through its Onecard loyalty program. This initiative has seen the successful development of a system designed to enable the electronic delivery of highly targeted and personalized catalogs which promote relevant offers to individual customers. The Onecard Wine Program introduces a new channel for Progressive to communicate directly with its customers. It represents the fusion of advanced analytics with a bespoke production system that supports the control and delivery of highly targeted promotional offers unique to each customer. It leverages the power of the Onecard database to target Onecard customers based on their previous behavior to identify for each individual customer the optimum offer(s) from a suite of offers developed separately by the Merchandising and Buying teams. This targeting reflects both customer behavior (the varieties, brands, and price points they purchase) and the business outcomes (increased sales, up-selling to higher price points, cross-selling to new varieties) that are sought. The system was developed as a retail marketing system to enable fast and accurate production of communications that are editable, customizable, and data driven to deliver a highly personalized wine “catalog” unique to each customer.

**INTRAWEST**

Intrawest Corporation

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**Responsys®**

Responsys, Inc.

Intrawest designed a series of triggered marketing campaigns designed to cross-sell customers who had made a reservation through the website or Intrawest call center. The Destination Countdown campaign was a series of automated emails launched prior to the check-in date. These emails were tailored based on the customer profile. These attributes ranged from their skiing skills (beginners would be offered ski school while advanced skiers would receive “guided tour offers”), their demographic profile (families vs. singles), and whether or not they had been to the particular resort previously. As the caution date approached, Intrawest added the real time snow report that would detail ski conditions and weather reports. In addition, these offers centered on helping customers get from surrounding airports to the resorts.

In the first year of the initiative, Intrawest experienced gains on revenue per booking of over 225%, repeat bookings increased over 70%, and a savings of over 400 hours per month per resort staff time. This program continues to be a core initiative for Intrawest resorts and they continue to automate and improve on the program annually.

**Packard Bell**

Packard Bell

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Neolane

Packard Bell selected Neolane’s enterprise marketing platform to achieve three key business objectives: forge direct relationships with indirect customers, send targeted customer communications that inspire repeat business, and execute consistent, high-volume global campaigns.

To achieve those objectives, the Neolane solution enables Packard Bell’s marketing team to perform segmentations and extractions according to numerous criteria including purchase date, purchase type, warranty expiration date, and reactions to previous messages, and store the information in an accessible database for marketers to reference. As a result, Packard Bell has been able to identify 33 percent of its customers – up from virtually zero. Average customer value is also up 50 percent as repeat business driven by personalized campaigns grow. Additionally, each month Packard Bell is now capable of performing 750 to 1000 marketing actions in eight languages, using a database of close to 1,500,000 active addresses.

This valuable multichannel campaign management solution has given Packard Bell’s marketing professionals an easy-to-use, intuitive interface that provides actionable insight across the entire marketing communications cycle — from the datamart and reporting to analytics. Neolane has helped make it simple for Packard Bell to manage large, complex marketing campaigns and also automate the ideal and most valuable customer journeys.

*SILVER*



My EMC Insight is a user-customizable dynamic newsletter, that delivers multiple, unique customer-selected conversations in one email blast. The dynamic newsletter delivers content to subscribers tailored to their specific interest. The dynamic newsletter is designed to influence prospects with the right message at the right time, keeping contacts actively engaged as they move from awareness through consideration to a purchase decision.

Backed by a robust technical infrastructure to collect data, segment and execute, and based on a marketing philosophy of keeping the dialogue with prospects according to their relationship with the company and readiness to buy, My EMC Insight is the ultimate nurture vehicle for EMC.

By dividing the content and segmentation the recipient base into “early-dialogue,” “mid-dialogue,” and “late-dialogue” stage, EMC managed to dramatically improve response four to five times from one stage to the other. In addition, the dynamic newsletter helped decrease tremendously the cost of maintaining individual dialogues with each prospect, while keeping relevancy on target, based on user-selected categories.

*BRONZE*



UnitedHealthcare

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Digital Marketing

Digital Marketing took a customer-centric approach to United Health care’s direct mail using of data insights to segment the prospect base into clusters of like-minded customers. Creative was then designed to appeal to each customer segment at both an emotional and rational level. Finally, variable print technology allowed for the cost-effective versioning of the direct mail piece. The result was a program that spoke to many different segments in more personalized ways and increased response.

*PLATINUM WINNER*

The 2007 Platinum winner was awarded to the entry that exemplifies and embodies the strongest accomplishments that meet the NCDM 2007 Database Excellence Awards high standards. This company was not only recognized as being outstanding in their category, but also rose above all the entries with their innovativeness and by taking their database marketing to the next level.

This year’s winner is



Subscription Partners, LLC & Integrated Marketing Technology

