

Mission intelligence

How a business can benefit from collecting market intelligence.

By Angela Kabir

We can all benefit from a little intelligence; some more than others, but now more and more decision makers in the business-to-business environment, are realizing the benefits that their companies, small to mid-size businesses to enterprise corporations, can also capitalize on gaining more intelligence; market intelligence.

And they're riding the wave. Forget the cloud; catch the wave.

Outsourcing focused companies are riding the crest to greater sales and sustained pipeline leading a wave that is growing among the worlds movers and shakers. No longer is outsourcing confined to payroll or bookkeeping, today's model is way more exciting, and proving profitable.

Sales and marketing, the engine that makes a business purr is being re-defined, re-invented, and outsourced.



CEO's, CPO's, CMO's and all those c-words are breaking the moulds of their predecessors. Streamlining their sales force and pinpointing their sales targets, they are intelligent and they want to know their market inside and out. Caught within a loose oxymoron, all companies face a limited universe of potential clients. And when that universe begins to shrink decisions have to be made. How to grow sales in a shrinking market? How to outsmart the competition? How to quell the new upstarts and their social media gurus? How to win.

Don't panic. Knowledge is the solution. Knowledge is power. Know your universe. Understand your customers. Take the guesswork out of your next go-to-market strategy. Hit that home run.

Today, even the largest companies across all industries are looking outside their doors for answers. Hi-tech software giants, Energy conglomerates, and even Insurance and Finance monoliths are all outsourcing for inside information on all aspects of their clients, from pains to gains.

Due diligence? Don't believe that you know all the answers, get the answers! Discover the truth about what is going on outside of your office. Market intelligence of all your targeted accounts within your universe customized to fit your criteria. That's what is needed; a real-time segmented view of your market. Know

the key contacts and their contact information. Know their buying plans, their buying cycles, and their proposed budget. Understand their strengths and their weakness, where their company is stretched, has pains that your company can provide a solution for. Are they using competitor's products? What do they like about them; or don't like. Get the facts straight. Get the facts.

Intelligence on a systematic basis

Now you can compete. Now you're in the game. Imagine the go-to-market strategy that can be built and delivered. Armed with this extreme level of market intelligence your sales and marketing team will explode with fresh new ideas and strategies leading to new cutting edge multi-channel marketing campaigns guaranteed to reap rewards. Prioritize marketing opportunities, analyze the collected data to know where you can make a difference, expand into untapped territories, reach new markets, forecast trends, and stay one step ahead of your competitors. Critical insight equals revenue potential.

Reach out to your client's based on their needs, a targeted approach, rather than covering them all with an erroneous blanket message.

You need bandwidth. Outsourcing is the answer. A professional B2B center is a sales

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BETTER DATA FROM CANADA'S LEADER IN CONTACT DATA SOLUTIONS



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ResponseCanada™ Business
ResponseCanada™ Movers

List Cleaning Services

Address Standardization & Correction
National Change of Address (NCOA)

List Suppression Services

Duplicate Elimination
CMA Do Not Contact
National Do Not Call List (DNCL)
Prison Suppression

List Enhancement Services

Phone Number Append
Occupant & Phone Append
Address & Name Append
Address & Phone Append
Right Person Connect
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Events Calendar

March 18-21, 2013

**Emetrics
Toronto, ON**

eMetrics Summit is "Big Data for Marketing!" From early adopters leading the effort to those still in discovery mode, this is the only comprehensive event dedicated to digital analytics and marketing optimization. As the leading conference covering the impact of data & technology on marketing, eMetrics Summit focuses on driving business results through data analysis and technology adoption. For more information visit <http://www.emetrics.org>

**March 22, 2013
RAC Retail Marketing
Workshop
Toronto, ON**

Don't get left behind. Building your brand today takes a combined effort of both traditional and digital marketing. Digital marketing is an essential part of any marketing plan to sell your products, create brand loyalty and generate new revenues. Let us empower you on how digital marketing should be conducted to separate your company from the competition and help you determine how much you need to allocate in your marketing budget to implement these ideas in your business this year. And in the process, help you ensure your team have the right skills to take charge of your brand and business in the Digital World. Contact Mary Markou at (416) 922-6678 ext 236 or via email at mmarkou@retailcouncil.org

CMA Events

Toronto, ON

**April 11
CMA/MRIA Customer
Experience Conference**

Keeping the promises brands make
Arcadian Court, Toronto

**May 8
CMA/Marketing Mobile
Day**

Arcadian Court, Toronto

**June 4/5
2013 CMA National
Convention**

Seth Godin, Biz Stone, Mitch Joel and more
Metro Toronto Convention Centre

**April 25, 2013
9th Annual Retail
Advertising & Marketing
Symposium
Toronto, ON**

Technology and data, ecommerce, and non traditional retail formats are changing everything from how customers get their shopping information to how they make a purchase. At the same time primary media like print flyers and 'out of home' have never been more important. Today's retail marketers have an amazing opportunity to tap into these changes and make their brands stand out and their in-store & online baskets fill up. The 2013 RAC Symposium will present delegates with speakers, panels, and stories critical to staying ahead of the curve in retail advertising today. Contact Mary Markou at (416) 922-6678 ext 236 or via email at mmarkou@retailcouncil.org

Q4 2012 North America email trend results: triggered message volume continues to rise

73% increase over Q4 2011, driving higher open and clicks rates than business as usual messages

Epsilon, the global leader in delivering direct-to-consumer connections that drive business performance, and Email Institute, the Epsilon-powered email best practices destination, today released the *Q4 2012 North America Email Trends and Benchmarks* report. The report shows growth in the use of triggered messaging, up 73% year over year, with triggered messages yielding 70.5% higher open rates and 101.8% higher click rates compared to Business As Usual (BAU) messages in Q4 2012.

Additionally the report's Email Activity Segmentation Evaluation (EASE) revealed that for the third consecutive quarter over 50% of the average brand's opt-in email list had no activity.

"In Q4 2012, 63% of the average email file was unengaged with marketers' email programs," said Judy Loschen, Vice President of Digital Analytics at Epsilon. "This presents a huge opportunity for brands. Marketers cannot assume that their task is complete after they receive an opt-in to their email program. To continue to drive long term value from each individual subscriber, marketers must constantly work to engage them."

Business As Usual (BAU) Email Trends

The quarterly analysis is compiled from 7.3 billion emails sent by Epsilon in October, November and December 2012 across multiple industries and approximately 170 participating clients. The analysis combines data from Epsilon's proprietary platforms.

- BAU Highlights:
- Non-Bounce rate remained strong at 96%.
- Open rates increased both quarter over quarter (+0.6%) and year over year (+10.6%), resulting in an overall open rate of 27.4%.
- Click rates were unchanged from Q3 2012, remaining at 4.5%.

Triggered Messages Email Trends

Triggered message benchmarks are compiled from over 360 million triggered emails sent by Epsilon

in Q4 2012 across multiple industries. Results track campaigns deployed as a result of an action or trigger such as Welcome, Abandon Shopping Cart, Thank You and Anniversary.

Triggered Highlights:

- Triggered messages accounted for 5.0% of total volume, 73% higher than Q411 (2.9%).
- Triggered open rates were 70.5% higher than for Business as Usual messages.
- Triggered click rates continued to perform well, reporting 101.8% higher than BAU. Q411 triggered click rates showed a 123.0% lift over BAU.

Email Activity Segment Evaluation (EASE)

These metrics are compiled from over 710 million non-bounced and opted-in email addresses that were contacted from January 1, 2012 through December 31, 2012 across multiple industries and approximately 150 clients. The EASE analysis, which includes behavioral segments, examined the overall performance of the average email file.

EASE Highlights:

- 49.9% of an average email file had at least one open or click during the 12 month study period.
- 63.4% of new subscribers (addresses that have been on a marketer's file for less than three months) in an average list had no opens or clicks.
- Approximately 28.3% of subscribers in an average email file had opened or clicked in the most recent three months.

"Utilizing triggered messages is a proven strategy to maintain subscriber engagement. More marketers are realizing the many benefits of triggered messages, as is evident by the continued increase in volume. However, more is required to predict and meet the needs of your customers and subscribers. Marketers must create a full 360-degree view of the individual consumer and a strategy that takes a personalized approach. It requires a blend of data, analytics and creativity to achieve success," said Loschen.

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and marketing team's goldmine. An extensive resource to mobilize, utilize, a virtually instant, ardent workforce at your service. And not just any call center. A state-of-the-art B2B call center facility equipped with the highest technologies staffed with multilingual personnel who are thoroughly trained, courteous and professional.

And they're local, not offshore based with language barriers and cultural ignorance; nor rows of student clones cued to ask analogous questions. These are trained professionals, mature career-oriented, with experienced business backgrounds that enable them to better understand your corporate environment. They are university graduates, business minded individuals, proficient in communicating with senior level decision makers in a non-threatening conversational approach trained on your value propositions, market conditions, competition, objections, qualifying criteria and intelligence to be collected.

Today's call center has arrived. Evolved and refined into a sleek and professional extension of your sales and marketing force, a mobilized phalanx armed with high technology, savvy personnel, and available for you to leverage.

Seize control of this call center taskforce and put it to work for you. Double your sales force in an instant, rattle some cages, make some noise, and shake some ROI from the trees.

You've streamlined your sales force into a lean mean selling machine. So let them sell. Keep them focused on your core dependencies.

Outsource the heavy workload of cold calling, research, and lead generation; and let your sales teams concentrate on true sales opportunities flush with potential and purchasing power. Feel confident going to market knowing that your sales representatives are informed and focused, and fully in tune with their accounts. Give them first exposure to new sales leads before the competition and free them from time and money-wasting cold calls. Let them do what they do best, closing deals, strengthening relationships, and generating revenue from leads hand-delivered to them.

With actionable market intelligence, the benefits are plentiful, your company is growing, business is booming, so keep the wheels turning.

Angela Kabir MBA is the CEO of PR Exchange Group of Companies Inc.

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EDITOR

Amy Bostock - amy@dmn.ca

DESIGN / PRODUCTION

DemiGroup - info@demigroup.com

PRESIDENT

Steve Lloyd - steve@dmn.ca

PUBLISHER

Mark Henry - mark@dmn.ca

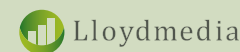
SALES REPRESENTATIVE

Peter O'Desse - peter@dmn.ca

CONTRIBUTING WRITERS

Lori Bieda
Angela Kabir
Kristi Kanitz
Jan Kestle

Justin Lemrow
John Leonard
Billy Sharma
Patrick Surry



LLOYDMEDIA, INC.

HEAD OFFICE / SUBSCRIPTIONS /
PRODUCTION: 302-137 Main Street North,
Markham ON L3P 1Y2 Phone: 905.201.6600
Fax: 905.201.6601 Toll-free: 800.668.1838
home@dmn.ca www.dmn.ca

EDITORIAL CONTACT:

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CMe Mail Incorporated
Lettershop Management &
Production Specialists
Phone: 905-688-9025
Fax: 905-688-9519
www.cmemail.ca
mail@cmemail.ca