



Improve Response With Data Enhancement

How well do you know your customers?

She's a married mother of two who owns mutual funds, loves mail-order shopping and adores her feline friends. He's a single 20-something with a passion for fitness, an ear for music and a schedule that always makes time for jumping on the Internet.

Wish you knew your customers that well? Data enhancement services from CCG can give you a close-up view of your individual customers. And that can give you the power to better target your communications, time your offers — and pump up your company's profitability.

What is data enhancement?

Data enhancement is a process that appends powerful data elements to your customer database, giving you greater insight into who your customers are, including:

- Where they live
- What they earn
- What their household looks like
- What they enjoy doing

This allows you to understand critical attributes that distinguish and define your customers. With this information, you can cross-sell and upsell more effectively and target prospects more precisely. You can improve response rates by designing promotions that speak directly to your customers and best prospects. And you may even discover hidden markets within your customer database.

Why use data enhancement?

Data enhancement is the tool to turn to when you're ready to expand your customer knowledge base and develop more effective communications programs that resonate with individual customer wants, needs and desires.

The data enhancement process has proven to:

- Deliver higher response rates
- Improve the targeting precision of direct mail marketing campaigns
- Aid in the development of products and services that match your customers' preferences
- Improve customer acquisition and retention performance
- Increase profitability

CCG ANALYTICAL SOLUTIONS

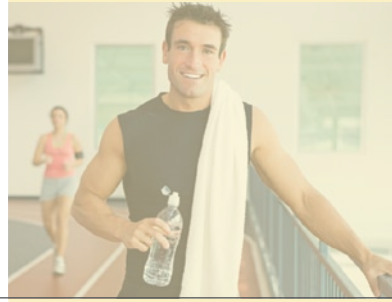
- Campaign Response Analysis
- Customer Profiling
- Customer Segmentation
- Database Enhancement Services
- Data Mining
- Market Profiling
- Predictive Modeling
- Statistical Consulting



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There are a multitude of attributes that can be appended to your customer database. The chart below shows just a small sampling.

Who They Are (Demographic Selections)	How They Spend Their Time (Lifestyle & Interest Selections)	How They Buy (Purchase Behavior Selections)
Age	Work from a home office	Shop by mail
Marital status	Frequent flyers	Mail order responder
Household income	Mutual funds	Online purchase activity
Home ownership	Cell phone owners	Credit card usage
	Leisure interests	Purchase affinity categories

Even if your company isn't quite prepared to dive into a complete database enhancement solution, CCG can help you test the power of segmentation and enhancement without making a larger financial commitment.

Turn your data into customer knowledge.

CCG's full suite of innovative data solutions

is designed to help you achieve greater customer understanding and execute customer-centric marketing activities. CCG can design, implement and host a customized marketing database or work with your existing data to provide in-depth analytical services that create a platform for proactive customer development and communication strategies.

As a pioneer in the field of customer relationship marketing (CRM),

CCG has decades of unparalleled experience in the B2B, B2C, retail and financial services industries. As a **full-service agency**, CCG offers integrated, end-to-end expertise, including strategic consulting, database marketing services, CRM program development, customer research, data analysis, data management services, creative execution, production services and ROI measurement – all focused on helping you develop strong, lasting relationships with your best customers.

Customer intelligence at work.™
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