



Entiera Marketing Database

Entiera Marketing Database Is a comprehensive customer centric marketing database solution that holds data across multiple channels.

Customer Centric Database On Demand

The Entiera solution includes a customer-centric marketing database that is underpinned by a suite of data quality and data integration services to combine multi-source customer and prospect data. This highly scalable database ensure a clean and comprehensive view of your data for use in marketing analysis and multi-channel campaigns. Unique capabilities allow you to track disparate data sources that use multiple customer keys to ensure that you have a true view into your multi-channel marketing eco-system. Marketing users can easily create new data elements or derived values to ensure that they have the attributes that they need for proper segmentation and analysis. Customizable business rules ensure that all users follow the data guidelines set by your organization. Integration with the Entiera Marketing Universe empowers marketers with the ability to create a comprehensive customer profile that extends beyond what you can capture about your customers.

The bottom line is that you get a complete customer centric marketing database that is underpinned by years of database marketing best practice experience and knowledge. Ensuring that you have the right information at your fingertips to create an optimized marketing environment.

Comprehensive,
Customer Centric
database to support
your entire
marketing effort.

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Consolidate Multiple Data Sources

A key component of building a marketing database is the ability to consolidate data from multiple sources into a cohesive customer centric view. Many companies attempt to tackle this problem with simple matching logic based on some keys stored within the system, but this problem is deeper than that. Entiera uses over 80 different matching algorithms such as fuzzy logic or SOUNDEX to find data relationships that do not necessarily exist using a simple matching logic. These are the same algorithms that are used by software packages that cost hundreds of thousands of dollars...and you get it as part of your standard package with Entiera.

Multi-Channel Campaign History

The Entiera Insight Platform is channel agnostic. Executing campaigns into multiple channels is a breeze, and all of that campaign history is stored within the application for analysis. That way, when you customer transacts with you, you can understand all of the campaign that had a hand in that transaction and properly allocate the data.

This is only true if you have a solid multi-channel database underlying your solution. Entiera's intense CDI algorithms can help understand the complex relationships with your customers. No longer will a customer who has transacted in your call center and on the web have a different account number. No longer will you lose customers who only have a cookie to identify them. Entiera's marketing database helps to bridge the missing gaps in your data to ensure the best possible view of your customers, regardless of their multi-channel nature.

KEY FEATURES

Easy to Use Interface: Bring together households and individuals using over 80 different matching algorithms.

Powerful Statistical Analysis Tools: Understand how your customers transact with you on multiple interaction points.

Multi-Channel Promotional History: See how your multi-channel campaigns overlap with each other.

Customized Business Rules: Define custom hygiene and response allocation rules on the incoming data.

Separate Meta Data: Separate and unique Meta data means that your system will use your business language, not someone else's.

Define Your Business Rules and Meta Data

Entiera allows you to define your business rules and Meta data. In this way, we can ensure that your marketing platform is using your terms for database attributes, metrics and campaigns. You do not need a new dictionary to understand how your data is being presented to you. This allows marketers to learn the system quickly and establish ROI very early.

About Entiera

Entiera is a premier provider of the industry's first On Demand Marketing Platform. The Entiera suite offers a comprehensive set of capabilities that include campaign management and automation, event based marketing, marketing analytics and modeling and direct access to the Entiera Marketing Universe, a comprehensive business and consumer prospect database. Entiera was founded in 2006 and is headquartered in Minneapolis, MN with offices in Providence, Denver, London and Bangkok, Thailand. Entiera services over 125 customers worldwide and is poised to revolutionize the Enterprise Marketing Platform industry.

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