



Entiera Marketing Universe

The Entiera Marketing Universe is the industry's first comprehensive US consumer and business database tightly integrated with an on-demand marketing automation platform.

The Marketing Universe offers point and click access to more than 270 million US consumers and 23 million US business locations. The data can be seamlessly used for customer record profiling/data enhancement as well as scored prospect record selection for direct mail and telemarketing campaigns.

The Marketing Universe is built using multiple industry-leading data sources, providing a powerful and easy-to-use tool ideal for customer analysis and prospecting.

Customer Analysis

To gain a fuller appreciation of who your customers are, begin by appending a comprehensive demographic, psychographic and behavioral profile. Match your customer file against the Entiera Marketing Universe, and you'll have access to more than 900 consumer and 50 business variables. And those variables can be used in Entiera Analytics to create profiling reports, market penetration reports, segmentation, logistical regression models, and more.

For example, market penetration reports can identify how your customers compare to the universe of all US consumers or businesses. It's an excellent way to get a quick, qualitative understanding of your customer base, particularly when actual campaign data (both responders and non-responders) isn't readily available.

Prospecting

The Marketing Universe is also ideal for obtaining direct mail and telemarketing lists of your best prospects. Specify the demographic, psychographic and behavioral selection criteria, and generate a count of prospects in seconds. Or apply a model and score records in the Marketing Universe to identify the best prospects.

Prospect records can be purchased and quickly extracted and loaded into your Entiera account. Existing customers and previous prospect record selections can be suppressed from the pull, so that only new prospect records are obtained.

A comprehensive database with over 220 Million consumer records and 23 Million Business records complete with hundreds of demographic, firmographic, psychographic and behavioral selects.

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Data Hygiene and Integration

Entiera offers a suite of data hygiene and data integration services to combine multi-source customer and prospect data into a coherent, usable whole. Features include:

- Automated File Download and Validation-Define the files to include in your hygiene and integration process, and Entiera's automated solution will handle the tedious download and validation tasks.
- Data Cleansing & Standardization - Client files are subjected to a rigorous data hygiene process.
- Postal Address Hygiene - NCOA, CASS and DPV certification
- Telephone Number Validations - Ensuring that the phone number matches country standards and assigned postal address.
- Email Address Validations - E-mail addresses are subjected to a 20-point syntactical check. These tests include minimum length, illegal character, valid TLD, and much more. Limited e-mail address correction is also performed to correct for common keying errors and truncated records.
- Data Consolidation and Transformation
- Household and Individual Identification

Complete On Demand Fulfillment Systems

Entiera provides the hardware, software, and Internet connectivity required to host your fulfillment platform. Our systems are designed to meet the needs of all constituents.

Support internal users, including sales, operations/order fulfillment, and customer service. Our system is also designed to provide customized access to brokers, resellers, large direct end clients, and even "drive-by" credit card customers. Features Include:

- Rapid deployment. A semi-custom solution can be deployed in as little as 60 days, by leveraging Entiera's extensive library of count & extract system templates.
- Cost-effective Pricing Model. Entiera charges a flat monthly hosting fee, and does not charge based on the number of records output.
- High Performance. On even the largest files, most counts should complete in less than 15 seconds, with simple counts running in less than five (5) seconds.
- Scalability & extensibility. Entiera platforms have proven scalability to more than 500 million records to provide tremendous headroom to grow.
- Advanced Product Configuration, Pricing & Promotion. Products can be defined and configured for each user group at the individual data element level. Pricing can also be set on a client-by-client, or group basis. The system also supports promotional and discount codes.
- E-Commerce Support. Customers can be set-up as invoiced ("bill me") clients, or purchase through real-time credit card transactions

KEY FEATURES

Data Hygiene and Integration

Records selected from the marketing universe are CASS certified and ready to mail. Allowing you to bypass time consuming and costly merge/purge processes

On Demand Fulfillment

Systems: Rapidly deploy a customized fulfillment system for your business.

Customer Profiling:

Understand what makes your customer's unique from the market and where to focus your efforts.

Statistical Analysis: Perform powerful modeling and segmentation analysis using market leading statistical analysis tools to improve prospect response.

Predictive Modeling

In an era of rising costs, doing more with less is the marketer's mantra. Predictive modeling can improve the results of your marketing campaigns by identifying the prospects and customers most likely to respond or buy. It can be used for customer acquisition, retention, cross-sell and up-sell programs.

Predictive models leverage the Entiera Marketing Universe, as well as the results of your prior campaigns, to create a mathematical equation used to score each prospect's or customer's likelihood to respond or buy. The best records, defined by the highest raw score or percentiles, are then selected for the campaign. Modeling often boosts response rates 20-40% over control cells, allowing you to mail less for the same results or generate more response volume at the same cost.

Customer Profiling

It is quick and easy to profile your customers, and score/select prospects from the Marketing Universe that look just like them.

EIP provides a quick and detailed profile of your customers. You'll receive a report that not only profiles your customers, but compares them against the Entiera Marketing Universe to calculate a market penetration index for each consumer demographic or business firmographic attribute

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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