



Marketing Data Management Platform



How efficient is your marketing?

Effective data-driven communication to customers, stakeholders, clients, donors or ratepayers relies on your ability to make them feel heard, important and known. Yet as the level of personalisation in communications deepens, the need to scale up and manage data escalates. With nearly three decades' experience, DCA can expertly assist your organisation to get to know your customers and communicate effectively with them.

WHAT WE DO

SET UP FOR SUCCESS

Pull together existing data

The DCA marketing Data Management Platform (DMP) unifies your data sources and databases. Our DMP pulls together all the data from your existing technology stack, which can include data from:

- Customer Relationship Management (CRM) system,
- Marketing cloud (email)
- eCommerce and websites,
- Point of Sale,
- Ticketing,
- Social Media.

Data cleansing

In order to improve the quality of your data it may be necessary to cleanse, enhance and validate data, de-dupe, enhance and cleanse records, and link records to provide a single-customer view. DCA's Data Bureau specialises in data management and data quality governance. Our team of Data Specialists ensure your end-to-end data solutions are scoped and completed on time and on budget.

Create bi-lateral data flow

Our DMP is bi-directional which means it allows data to flow back and forth between existing business intelligence tools.

Provide a Single Customer View

Our team of marketing and data experts can consolidate data sources, systems and records to give a single view of your customers. From their first transaction to the most recent, you will be able to identify customer purchasing signals, increased activity and opportunities.

Create custom Loyalty Systems and applications

Our team of experts will work with you to create a bespoke Loyalty System and any Applications that will help your business meet your goals. We also have the capacity to set your own dedicated loyalty database and host it at our own secure data facility.

Design and launch your customised and branded website

We design and deploy websites so that customers can manage their own details, view their transactions history, see their points bank and many more actions.

DELIVER HIGH PERFORMANCE MARKETING PROGRAMS

Deliver Marketing Services

Our team of Marketing experts can help your organisation with:

- Marketing strategy and consulting,
- On-time delivery of the right messages at the right time in the right frequency,
- Amplify messages across multiple devices, platforms and browsers,
- Email marketing and campaign development,
- Fully responsive mobility solutions for all marketing activities,
- Social media marketing,
- Marketing Automation (both B2B and B2C) along the customer journey from website behaviour, transaction and web training and marketing response automation,
- Mobile and SMS marketing,
- Single Customer View creation and communication no matter what type of device they are using.

Compile prospect lists

IncNet is our leading Business Database. We offer customised lists of up to 230,000 key decision makers in 55,000 companies across Australia and New Zealand.

MANAGE SYSTEMS AND DATA FOR BEST RESULTS

Reporting and Customer Management

Our team develop Custom Reports to give your management team the required view of your marketing activity.

Ongoing support

The DCA team can take responsibility for the ongoing administration management of your customer database or marketing automation program.

OUR EXPERIENCE IS YOUR ADVANTAGE

We have vast experience delivering successful Marketing Data Management programs with a proven ROI. Our expertise means we have attained PCI DSS compliance across data, software and Business Process Outsourcing solutions.

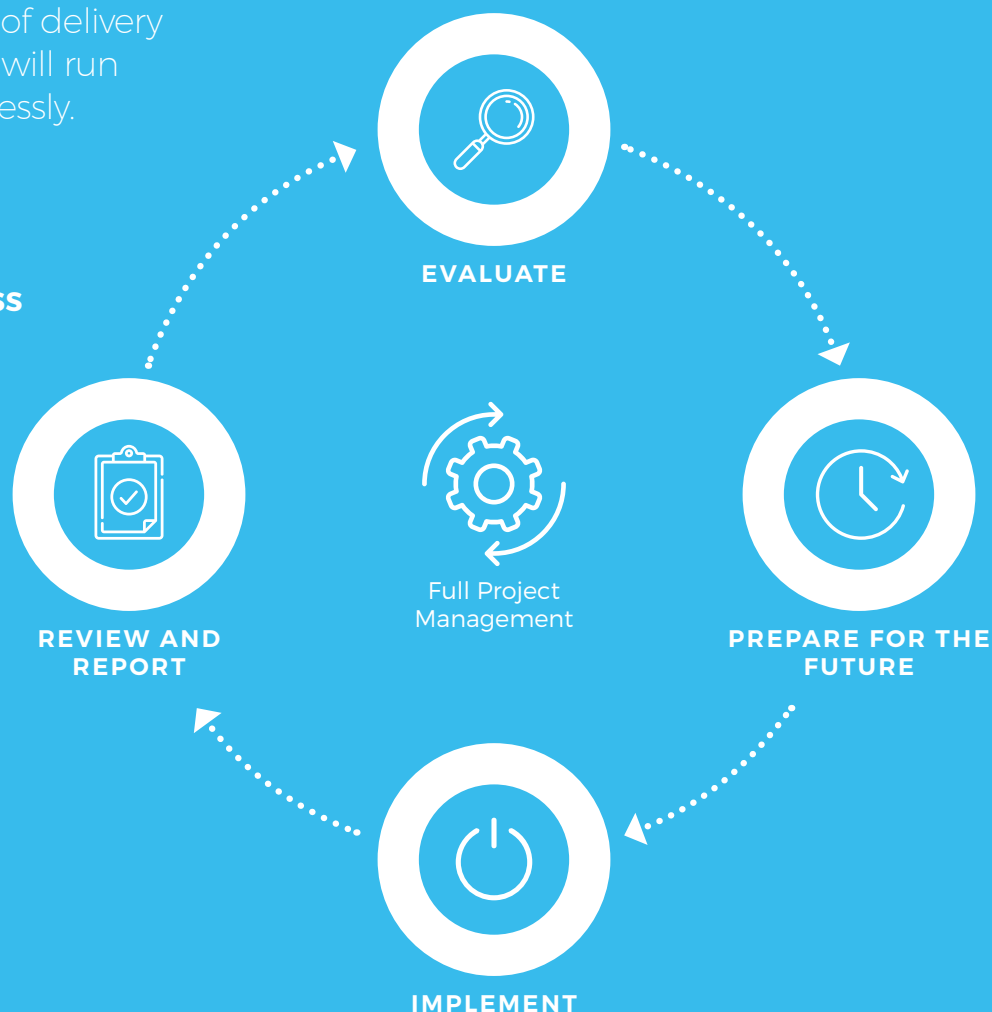
This means we can support your marketing programs by leveraging our Melbourne-based Customer Service Representatives who can deliver customer assistance via phone, digital or email in relation to:

- Questions and queries from customers
- Electronic payments and order processing,
- Mobile applications and mobile payments,
- Weekly processing of all cheque and credit card payments on our client's behalf,
- Transaction consolidation.

How we work

Our proven method of delivery ensures your project will run smoothly and seamlessly.

DCA Service Process



EVALUATE

- We work with you to fully understand your objectives and needs.

PREPARE FOR THE FUTURE

- Make sure future plans will meet your objectives,
- Check data requirements across the organisation,
- Understand marketing needs,
- Supply as needed,
- Perform any data-quality services (cleanse, de-duplicate, suppress, validate, match and enrich records).

IMPLEMENT WHAT'S NEEDED

- Consolidate data,
- Provide a single customer view using augmented traditional and social media data,
- Identify the right message at the right time and right frequency to reach business goals,
- Roll out marketing solutions such as email, promotions, SMS/Mobile marketing, and direct mail,
- Train and roll out customer support staff via the DCA Customer Support centre,
- Manage ongoing data entry,
- Launch any applications needed such as mobile applications and mobile payments.

REVIEW AND REPORT

- Create compelling data visualisation and customer loyalty data analysis.

How we can help you

Your organisation might be expanding, needing increased customer retention, driving more revenue per customer, changing systems, consolidating business units, wanting a single view of customers, moving, merging, being acquired, migrating to the cloud or upgrading systems.

No matter how big or small the project, we can help you to make the most of your data and technology.

THE DCA DIFFERENCE

With nearly three decades' experience, DCA are leaders in Marketing Data Management Platform solutions. Our business is built on having the best people, systems and solutions at hand for our clients. We offer:

- Strategies that reduce risk of data loss or business disruption,
- Simplified processes that reduce the burden on your team,
- Cost efficient solutions,
- Quick and powerful implementation via our proprietary Nirvana software,
- Proven track record in delivering on time and on budget,
- Guaranteed high-quality data transformation.

RECENT CASE STUDIES AND TESTIMONIALS

Visit data.com.au for testimonials and examples of our recent work.

LET'S TALK

DCA are experts in providing innovative data management solutions, data quality governance and bespoke software development.

Our corporate, government and not-for-profit clients in Australia and around the globe rely on our customer-management software, applications and consulting services to make business-critical decisions.

For nearly three decades we have helped organisations of every size to harness the power of their data through our team of experts in our Melbourne headquarters and offices in Sydney, Bangkok and Boston.

Is it time to use data to drive business results?



Contact us today

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