

# Multi-Channel Marketing Database

## Return On Investment

### Save Time

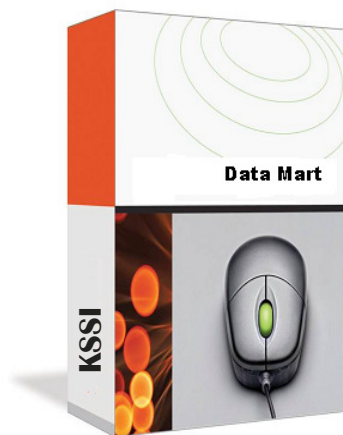
Automated daily updates eliminate the time consuming efforts to extract, clean, and load your data. You will have up to date information at your fingertips!

### Data Accuracy & Integrity

Eliminate concerns about the quality of your data. A Marketing Database from KSSI provides you with consistent and accurate data.

### Data Repository

A KSSI MktDb is a repository of key business data to support your strategic business processes including Marketing, Inventory Management, Merchandise Planning, and Customer Sales History.



During our 19 years of helping clients address business process and productivity issues, one consistent complaint has been heard. Why is it so hard to get to my data that is locked up in our operational fulfillment system?

Not only is it difficult to get to and extract your data, other barriers add even more complexity to the problem such as:

- Am I looking at the right data – is it what I think it is?" – Is this Demand or Sales?
- Is data from different parts of my operational system inconsistent?
- What tools do I use to manage the data that I am able to extract?

The KSSI Marketing Database gives your organization quick, easy and up-to-date access to valuable data that is currently locked up in the order processing system. In addition to providing a marketing database, it also includes inventory and product sales data to support inventory forecasting and management.

- **Complete Marketing Database - Track customer performance and promotion history to understand long term value**
- **Custom Advanced Segmentation Schemes See current and historical segmentation counts instantly**
- **Daily Matchback processing**
- **Includes your email and Google Analytics**
- **Easily extract your mail files, database updates, suppress files, and email lists**

Our Marketing Database solution is targeted to direct marketers that need day-to-day access to their data. However, they operate with limited IT staffs that don't have the time and experience to focus on creating enhanced methods to retrieve and analyze data.

Multi-channel marketers can now experience the many benefits of having accurate access to their data, a competitive advantage that previously has only been available to large companies.

Instead of an expensive "one size fits all" product, King Software Systems provides a customized, efficient, and cost-effective solution focused on your needs.

- ✓ **Fast access to planning and performance data**
- ✓ **Custom tables to support your unique requirements**
- ✓ **Easy to use**



# KSSI Marketing Database Solution

## Flexible

Your data is no longer locked up. Access the KSSI Marketing Database with any ODBC compliant tool including Excel, Tableau, and other Business Intelligence reporting applications.

## Interfaces

Seamlessly interface with your operational systems. Exchange data with your service providers, list brokers, and other data sources with ease.

## Contact

John King  
330-562-1135

[jking@kingssoftwaresystems.com](mailto:jking@kingssoftwaresystems.com)

Feature	Benefit
<b>Order Attribution</b>	<ul style="list-style-type: none"> <li>❖ Daily Matchback processing and client defined attribution rules</li> <li>❖ The MktDb tracks results by both original and matchback source</li> </ul>
<b>Customer and Order History Summaries</b>	<ul style="list-style-type: none"> <li>❖ Performance summaries are updated every night</li> <li>❖ De-duplication and Householding of customer records</li> </ul>
<b>User defined Customer Segmentation –Current and Point in Time</b>	<ul style="list-style-type: none"> <li>❖ Up-to-date counts everyday</li> <li>❖ Produce and save segmentation counts for any point in time – even historical</li> </ul>
<b>Complete Marketing Database</b>	<ul style="list-style-type: none"> <li>❖ Pull mail, coop, and list rental files</li> <li>❖ Track promotion history</li> <li>❖ Understand long term value</li> </ul>
<b>Framework for Consistent Source of Data for Supporting Strategic Applications</b>	<ul style="list-style-type: none"> <li>❖ Inventory levels and purchase order status</li> <li>❖ Category and product sales</li> <li>❖ Curve data</li> </ul>
<b>Automated and Seamless</b>	<ul style="list-style-type: none"> <li>❖ No transaction files required</li> <li>❖ Communicates directly with your systems</li> <li>❖ Nightly transaction updates</li> </ul>
<b>Includes External Data</b>	<ul style="list-style-type: none"> <li>❖ Google Analytics</li> <li>❖ Email Data</li> <li>❖ Client Specified Sources (4cite)</li> </ul>

“The Marketing Database from King Software Systems finally gives us flexible and complete access to our data. This allows us to improve decision-making throughout our entire organization, resulting in increased financial performance.”

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[Now that's a competitive edge!](#)

[Info@kingssoftwaresystems.com](mailto:Info@kingssoftwaresystems.com) Phone: 330-562-1135



**KSSI**  
King Software Systems, Inc.