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Data at Your



Fingertips

Desktop reporting tools that help you measure business performance as well as slice and dice your database

Direct marketing moves at a dizzying pace these days, with more and more companies initiating campaigns that involve multiple channel executions and reaching out to smaller segments with more targeted messaging. Overall, marketers are generating more data than ever to integrate, analyze, share and apply to future direct marketing decisions. In the online world especially, campaign results can be gathered quickly, enabling marketers to change what isn't working in a flash and ramp up test efforts that are striking a chord with audiences.

These times call for fast access to key business intelligence by all top decision-makers throughout the enterprise. Direct marketing firms are turning to desktop reporting systems to help them be nimble and accurate without the need to pitch a tent outside the IT department offices.

The following sampling of reporting tools includes a variety of software and ASP solutions that range from all-encompassing data management systems to applications that provide metrics dashboards only. Most of these solutions can be customized, so you can zero in on the measurements that are most relevant to your business performance objectives.

Alterian Marketing Suite

This end-to-end database marketing solution offers marketers analytical reporting, data analysis and modeling capabilities to review campaign performance, customer segments and prod-

uct ranges. Modeling tools are based on SPSS Inc. algorithms. The solution is available as an ASP, on-site rental or license.

Contact: (312) 704-1700;
www.alterian.com

Aprimo Marketing Suite

Via the individual applications, Aprimo Segmentation, Aprimo Data Visualization and Aprimo Executive Dashboard, marketers gain hands-on access to their data and program performance metrics. The Segmentation

all users as well as any custom report or business intelligence that can be displayed in an Internet URL. Aprimo solutions are delivered as Web-based applications.

Contact: (317) 803-4300;
www.aprimo.com

BusinessObjects Enterprise 6 Dashboard Manager

A tool within the business intelligence software product BusinessObjects Enterprise, Dashboard Manager helps marketers track key performance indicators via an integrated metrics engine. An integrated rules engine monitors large volumes of data, and the tool's alerting mechanism quickly alerts users of behavior anomalies that require immediate attention. Users also can configure the dashboard to report intelligence vertically, horizontally or centrally, with alerts predefined for each user. Analytic engines and reporting technology allow users to assess metric presentation for more in-depth intelligence on key business trends.

Contact: (866) 681-3435;
www.businessobjects.com

Cognos Customer Analytics

One of Cognos Performance Applications, Customer Analytics offers users business performance analysis through hundreds of pre-built reports, metrics and links to relational data. Users can measure and report on key business areas, such as customer profiling and valuation, customer satisfaction, customer credit, product performance, and sales performance.



With BusinessObjects Enterprise 6 Dashboard Manager, users can create personalized dashboards that track sales volume, historical campaign response and more, via charts and graphs. A message section delivers action alerts tied to high-priority business results.

tool is scalable and graphical, providing orphan, cell code and list management capabilities; Data Visualization allows users to analyze data via graphically rich charts; and the Executive Dashboard application allows marketers to share native Aprimo Marketing reports with

By HALLIE MUMMERT

Customer Analytics works in conjunction with Cognos' Sales Analysis and Accounts Receivable Analysis modules. Cognos solutions are available as in-house licensed software.

Contact: (800) 426-4667;
www.cognos.com

CRM Dashboard

Offered by database marketing consultancy and solutions firm Benchmarking Analytics, CRM Dashboard is a Web-based measurement tool that helps direct marketers track key performance indicators. This application can be set up with year-to-date, month-to-date, weekly and daily data counts; a graphic tool allows for visual presentation of data.

Contact: (203) 255-5200;
www.benchmarking.com

DMS Marketing Dashboard

This customized reporting tool from Database Marketing Solutions can be run as an intranet or Web-based application, utilizing Microsoft Windows, Excel and Explorer. Users can measure program performance via summary reports that feature enhanced analytical tools to filter, sort, compare and contrast data sets. A customer segmentation tool allows for easy RFM and lifetime value analysis. Charting capabilities offer visual data presentation that can be saved and exported into Excel. Reporting tools are built into the dashboard for automatic updates based on the marketer's predetermined data needs.

Contact: (408) 399-5075;
www.database-marketing.com

Dovetail 2.0

Dovetail Business Solutions Inc. offers this Web-based application that provides direct marketers with campaign management and reporting tools. The solution can run counts, pull lists and analyze response data from multiple streams: customer, transaction, third party and modeling. Dovetail 2.0 can run cross-tab, profile and profile comparison reports for insight into sales channel effectiveness, new customer acquisition and more.

Contact: (303) 904-4771;
www.dovetailnet.com

Ensemble Marketing Analytics

The Marketing Analytics module in DoubleClick's Ensemble campaign management software solution provides marketers with executive scorecards that report on key performance indicators. The module also features an intuitive interface for customer segmentation; ad hoc reporting tools; the ability to export into Word, Access



DMS Marketing Dashboard allows marketers to save and export charts created with the solution's graphical data tool.

or Excel; and Marketing Assistants that offer step-by-step directions to identify target markets. In addition, users can automate reports. Ensemble is available as in-house licensed software that users access via a Web-based interface.

Contact: (212) 271-2542;
www.doubleclick.com

NetSuite Real-time Dashboards

Part of the NetSuite enterprise management software solution, Real-time Dashboard offers users the ability to track customized key business indicators, graph data in charts and save metrics searches to generate similar reports in the future for apples-to-apples comparisons. Additional features include access to customer account history and calendar/scheduling tools to manage daily workflow.

Contact: (650) 627-1000;
www.netsuite.com

Ruf Navigator

Ruf Strategic Solutions offers a customized digital dashboard via an online portal that gives clients 24/7 access to real-time data and campaign feedback. Clients can generate profiles and activity summaries, conduct multidimensional OLAP analysis and perform custom queries for ad hoc reports. In addition, customers with a data warehouse have access to enhancement data for more in-depth segmentation and profiling.

Contact: (800) 829-8344;
www.ruf.com

SAS Enterprise Business Intelligence Server

An open standards solution with a range of Web and desktop business intelligence clients that share data analysis and reporting tools throughout the enterprise, SAS Enterprise Business Intelligence Server integrates with Microsoft Office products more easily used by less technologically savvy users. The system stores and makes available to users previously developed models that can contribute to future models and forecasts. A single centralized metadata repository keeps the data used by all across the enterprise unduplicated and accurate. SAS Enterprise Business Intelligence Server provides personalized distribution of reports along with ad hoc or interactive query environments.

Contact: (800) 727-0025;
www.sas.com

WiseGuys

Desktop Marketing Inc. offers this marketing analysis software that links to a marketer's order entry system. Written in Microsoft Access, it automatically households files, segments customers into quintiles and assigns RFM scores to customer records. Users can apply lifetime value analysis to identify profitable customer segments and conduct response analysis to measure the effectiveness of direct marketing campaigns. Data filters help marketers reduce data anomalies that might skew analysis results. WiseGuys can be licensed in three different versions: Enterprise, Mail Order Manager customers and MySQL.

Contact: (703) 941-8109;
www.desktopmarketinginc.com