



Data Management Services

Data Management Solutions

End-to-end data solutions to manage your



BENEFITS

- Compliant data gathering
- Managing your most valuable asset
- Targeted data acquisition
- Personalise the customer experience
- Improve customer engagement
- End-to-end data management
- Increase customer loyalty
- Benefit from our experience and expertise

DATA

- Prospect data building
- Database build
- Hosting
- Integration with websites, 3rd parties, stock systems, payment and reporting systems
- Data security
- ISO27001 Information Security Management
- Disaster recovery

MAINTENANCE

- Screening of data and goneaw
- TPS/CTPS/M
- Opt outs
- Opt ins
- GDPR
- Bounce/clic
- Customer a
- Customer re
- De-duplicati
- Identification of duplicate



HEREFORD
CATHEDRAL

Dawleys have created a bespoke package for us to support our new marketing strategy. Their advice and guidance has been really helpful and enabled us to explore new marketing avenues with the creation of a bespoke database and processing email communications.

ABIGAIL JONES, HEREFORD CATHEDRAL

Services

most valuable business asset



MAINTENANCE

of deceased
ways

MPS/PAF

ks/complaints

ends

responses

on of data

n and removal

records

ANALYSIS

- Customer insight
- Dawleys Business Intelligence online reporting
- Prospect identification from data mining
- Targeting
- Reporting results
- Campaign monitoring
- Customer loyalty analytics

OPPORTUNITIES

- Adding value to customer interactions through data driven campaigns
- Personalising your customer experience
- Targeted communications via email, phone, direct mail and SMS
- Improving customer engagement through analytics
- Enhanced customer and prospect segmentation
- Influence your marketing strategy

Dawleys have exceeded our expectations and embrace our business goals, the way the project was run from the start was excellent. The new database they have produced is brilliant...

DAVE PARRY, ROYAL MAIL



Royal Mail

Data Management Services

VALUE

Safeguard your most valuable business asset using our range of effective data management services.

TARGETING

Cost effective data solutions, driving personalised and targeted communications to customers and prospects.

CONTROL

Online 24/7 secure access to your data and analytic tools.

EXPERIENCE

Benefit from 29 years of strategic data management experience supporting your business data requirements.

To discuss your requirements contact:

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Dawleys

