

Data Cleansing

Scrub, scrub, scrub those dirty details from your database!

Eliminate invalid details in your database to increase delivery rates of your marketing message.

By ensuring e-mail, mobile numbers, and postal addresses are valid and up-to-date for your contacts in your database you decrease wastage incurred from distribution of marketing messages that will never be received. We'll sit with you and determine the best method of cleaning up your list.

We'll also help you optimise your list to make sure that you are communicating with your list members via their preferred channel and that your list members are indeed not only the people you want to communicate with, but also the people who want to hear from you. Your database may decrease in size, but will improve in quality. Ultimately increasing response rates and overall cost-effectiveness of your marketing efforts.

Data Cleansing and List Optimisation Services include:

- Physical check of data columns for invalid data (names and contact details)
- Physical fix of invalid data
- Scripts for automatic fixes
- Opt-in Campaigns
- Update Contact Details Campaigns
- E-Mail, SMS and Call Centre Services

360 Degree View of Communication Methods

Global Vision's Data Cleansing and List Optimisation Services give you a clean view of a contact's details and their preferred method of communication. With Global Vision, you also get an overview of all communications with an individual customer across all your brands, product lines and communication channels.

