



# Headline gains for a leading news provider

With disparate data sets throughout the business, Dow Jones was struggling to see the wood for the trees. They wanted one clear view of their customers to improve communications and identify their true value to the business. Enter Occam.

## The brief

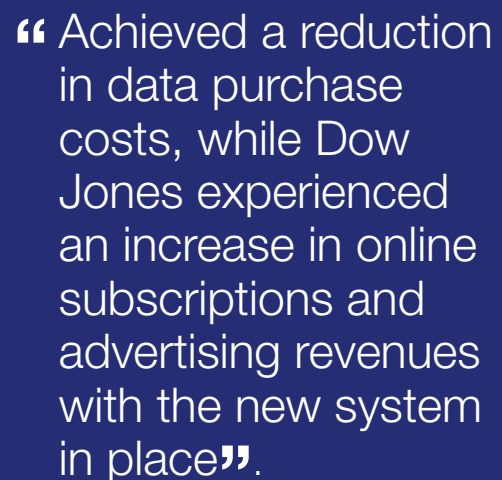
- Improve customer insight, increase marketing efficiency and reduce costs
- Create a single view of all data for marketing to individuals, as well as at a company and a group level
- Understand value of subscriptions and worth in terms of advertising revenue
- Permit intelligent, cost-effective sourcing of third party data

## The response

Occam used its 'Zebra' core components as a template, with a SQL database to retain and table data. We then supplied Apteco Faststats as an insight, quick counts and campaign tool, designing the universe to deliver intuitive results. This allowed users to see what was required for their daily tasks, but also protected them from poor selections. We also built an 'ad hoc data loader' for third party data, giving Dow Jones control of data upload as and when it became available to them.

## The outcome

- A solution that delivered on all key criteria
- Dow Jones benefited from a significant reduction in IT development costs
- Unproductive marketing time spent trawling through disparate records was also greatly reduced
- Achieved a reduction in data purchase costs, while Dow Jones experienced an increase in online subscriptions and advertising revenues with the new system in place



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