



Understand. Enrich. Segment. **Execute.**

# Integrated Multichannel Campaigns



## Maximise touch points for your customers and prospects alike

Traditional targeting would only allow disparate target audiences by channel. Today, Greater Data allows you to select your perfect target audience to drive integrated, multichannel campaigns.

The Greater Data Universe™ enables communication in a multitude of channels including; direct mailing, email marketing, telemarketing, social media and targeted online display. Using all insights and segments held on the Greater Data Universe™, you can drive acquisition campaigns, or existing customer communications, to maximise touch points with the same individuals.

Targeting the same consumers with the same offer using a common currency of segmentation and targeting, through a fully integrated campaign, will provide healthier returns than spend in disparate channels, and will ultimately minimise CPA and maximise ROI. Channel availability includes:

- **Direct mail:** 16 million
- **Telemarketing:** 4.6 million
- **Email:** 3 million
- **Social media:** 5.2 million
- **Targeted online display:** 7 million

## About Greater Data

Greater Data specialises in data-driven marketing with a proven track record of delivering effective and innovative solutions. We provide unique and proprietary access to powerful consumer and commercial data sets, insights and triggers.

We deliver actionable marketing insight using a combination of proprietary data assets, analytical expertise and commercial awareness.

Our broad and dynamic data resources ensure relevance, accuracy and results for a wide range of business applications.

## Data-driven Marketing Specialists

Greater Data Pty Ltd | Level 21, 2 Market Street, Sydney NSW 2000  
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### How to maximise your digital footprint

**Step 1:** Match your existing customer data to our digital matching engine; a fully privacy compliant solution.

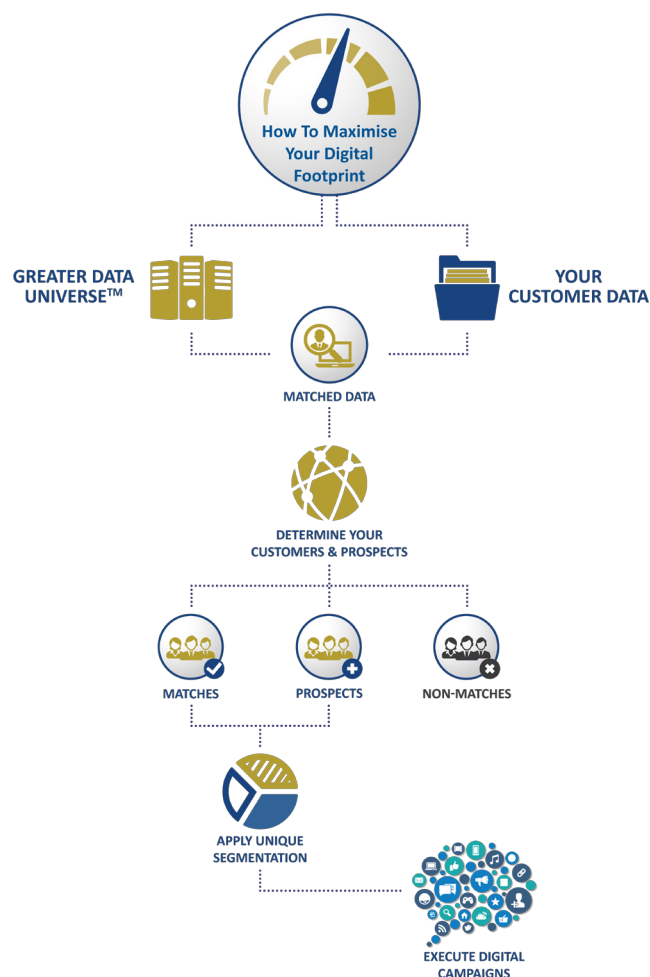
**Step 2:** Determine which subsets represent your existing customers, and which are your prospects.

**Step 3:** Apply our unique segmentation to both subsets based on your specific requirements.

**Step 4:** Utilise our digital audiences to execute targeted campaigns via a broad spectrum of platforms.

### Case study

For one of Australia's big 4 banks we created a solution which allowed them to drive always on campaigns to both customers and prospects, segmented by the Property Life Stage Segmentation. This increased their digital footprint by over 40%.



If you would like to arrange a conversation about how Greater Data can help with your upcoming campaign activity, [get in touch](#). We'd be happy to tailor a solution to suit the needs of your business.

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