Solution and Market Overview

The Market
The strategic use and analysis of data can dramatically increase the performance of a client's marketing efforts.

- Increased response and conversion rates
- Heightened customer engagement
- Improved customer experiences
- Omnichannel marketing integration

The Challenge
Today's fast-paced technology landscape has changed the best practices for how this is done:

- The Internet of Things (IoT) has expanded the universe of data sources that should be considered for prospecting and customer enhancement initiatives.
- Sophisticated analytics and segmentation can dramatically improve marketers' ability to "hyper-personalize" and target the right audiences through the latest custom modeling technologies.
- Omnichannel strategies make it possible to integrate offline (direct mail and email) with online (social, display and mobile) marketing communications that delivers significantly higher conversion rates compared to single channel campaigns.

Our Solution
Taylor Communications has the technology and process excellence necessary to maximize the performance of marketing efforts through the use of big data.

- Taylor is a recognized expert in omnichannel data sourcing; we are "data agnostic," focused only on providing the best performing sources for clients' marketing campaigns.
- In recent years, we have beta tested and launched exciting new data products utilizing mobile behavioral and location data and web intercept product technologies.
- We have decades of experience providing data-driven analytics services.
- We are an innovator in data-related technologies such as direct response digital targeting and complex variable data personalization.
- Our ability to plan and execute sophisticated omnichannel communications campaigns from start to finish sets us apart from ordinary data services providers.

- Printed materials, mail, email, SMS text, web/online tools, mobile apps, video
Marketing & Data Analytics
2019

Problems Solved for Clients

- **Inability to fully leverage customer data**
  Our data-driven approach to analytics is grounded in decades of direct marketing expertise. We turn data into a “marketing ready” asset and lift underperforming acquisition campaigns.

- **Lack of visibility to new data sources**
  Access to thousands of specialty data sources — including some that are proprietary to Taylor Communications — enables us to find new sources of high-performing data.

- **Poor understanding of campaign performance and ROI**
  We enable quicker, easier management decisions through meaningful performance metrics and expert interpretation of results.

- **Growing complexity of data-driven, omnichannel marketing**
  Taylor can plan, deploy and manage complex physical and digital communications campaigns on behalf of clients across direct mail, email and digital channels (social, display, mobile).

- **The need for hyper-personalization in communications**
  Our customer segmentation expertise enables us to create more relevant and engaging communications for clients, such as talking to Millennials differently than Baby Boomers or delivering unique communications to farmers versus plumbers.

- **Marketers consumed by tactical execution**
  The simplicity of working with a single source frees up time for strategic priorities.

Why Consider TC Data & Analytics

- Taylor has offered comprehensive data and analytics services for over 30 years.
- Our data services team members are experts at identifying the very best data providers for each client’s marketing needs.
  - We are data agnostic while competitors typically align themselves with one major data compiler.
  - We specialize in omnichannel data sourcing for B2C and B2B client needs.
- We have strengths across data sourcing, analytics and omnichannel communications.
  - Very few competitors have strengths in all of these areas.
- AutoNet Direct, our proprietary in-house data source for the automotive industry, provides more than 12 million leads per month.