

Based in Queensland Australia, Professional Marketing Technologies offer IT and analytical services to clients in the Direct Marketing Industry. Given our need to extract the maximum amount of customer intelligence from our clients' data to improve targeting, we exhaustively researched an extensive range of analytical and predictive database targeting solutions worldwide.

We located Technologies4Targeting, based in the UK, who stood out as a company not only supplying leading edge software - particularly their KbaseT knowledge-based targeting solution - but also having specialist skills spanning analytics, marketing and I.T. They understood our business needs and suggested an appropriate and cost-effective solution that addressed our data quality, analysis and targeting requirements. This included the design, configuration and integration of their KbaseT system together with training and support.

We were really impressed with their flexibility and willingness to adapt to our evolving needs and they offered us by far the best value for money. The KbaseT system provides a wide range of functionality extremely well suited to the direct marketing industry, or any business that conducts regular mailouts to its customers.

The Tech4T team in the UK helped us through the development process tremendously. They worked with us to develop a prototype system customized to our business needs. The development process was relatively painless; KbaseT integrated almost seamlessly with our SQL datamarts. When there were technical difficulties to overcome, their support team provided speedy development solutions to accommodate our needs. It is very reassuring to know that we are fully supported by Tech4T, a responsive and truly customer focused company, with a great relationship with specialist software authors.

We soon found that we could do so much more than we had ever imagined, using the powerful features of the KbaseT system. We now know so much more about our clients' customers, their buying habits, product preferences etc. We can now classify customers very early in their lifecycle and market to them accordingly. The unique PWE profiling feature and geographical mapping will be of enormous benefit in developing and refining customer acquisition and retention strategies. We will be able to model and score both customers and prospects, helping our clients make the most of every campaign they conduct - reducing mailing costs whilst increasing response.

The Cascade campaign management system was a real bonus - this has resulted in a 10-15% reduction in mailhouse production costs! We are now able to consolidate many customer segments into one promotion/campaign for operational efficiencies, but still pull them apart for analytical purposes. We can segment our markets to a greater degree than we ever thought possible, whilst still being practical. We have moved far beyond the traditional RFM variables quickly and easily using KbaseT.

We are continuing to work closely with Technologies4Targeting to achieve our business goals. We have made enormous gains in less than 12 months, and there is still so much of the KbaseT capability that we have yet to harness! The system is constantly evolving, with valuable new features being added with each version upgrade. In fact, we now have so much analytical power and customer/market intelligence at our fingertips, (without heavy programming/data manipulation requirements) that we have employed four additional market analysts to deliver this extended range of high value services to our clients.

We have no hesitation in recommending the KbaseT system and the services of Technologies4Targeting to anyone who is really serious about database marketing.

Catherine Charnley
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