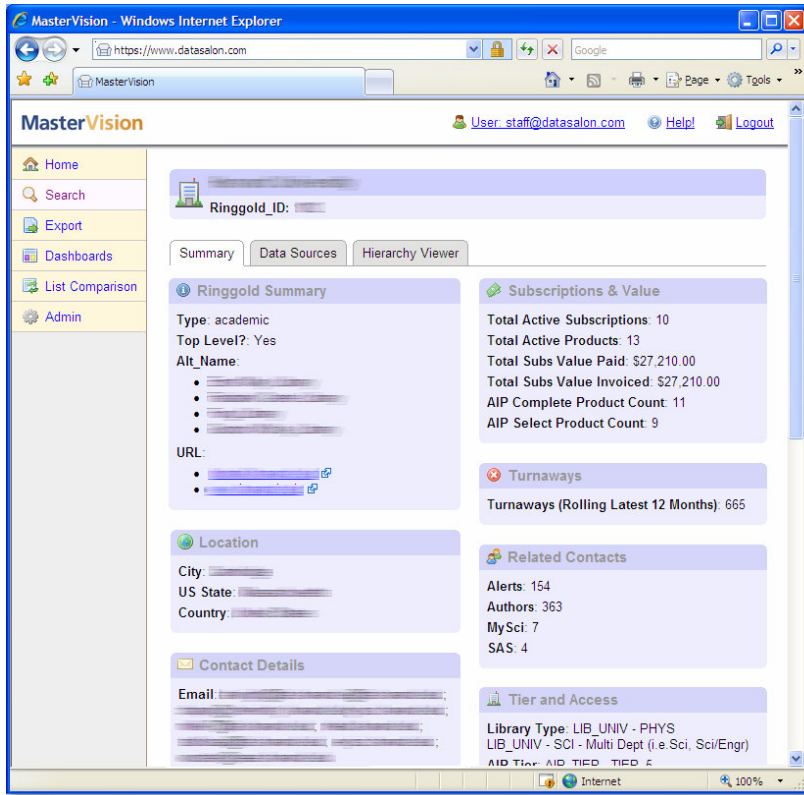


Case Study: AIP Publishing (AIP)



MasterVision: Tailored customer profile for an anonymised institution.

The Project

Since 2010, AIP has been using MasterVision to gather together customer data from a large number of systems, to more effectively build customer relationships and market its products.

- Customers include consortia/multi-site buying groups, institutions, and related individuals (e.g. librarians, faculty, and researchers).
- MasterVision combines data from subscriptions, online usage, turnaways, alert signups, single article sales, author submissions, marketing campaigns and Ringgold, providing a complete 360 degree view of customers and potential prospects.
- The system drastically reduces the staff time taken to analyse existing customers and identify targeted groups for new campaigns.



AIP Publishing is a division of the American Institute of Physics, a federation of 10 physical science societies and one of the world's largest not-for-profit publishers of scientific information in physics.

DataSalon was great to work with. What they accomplished in joining up our data into a virtual data warehouse in weeks, instead of the years it might have taken us to build a real warehouse, was absolutely invaluable.

The ability to aggregate a set of customer data into a single 360-degree view for data mining and gap analysis has greatly enhanced our ability to build customer relationships and quickly and effectively target our marketing efforts.

Lori Carlin,
Director, Fulfillment & Marketing
AIP Publishing

Our Approach

MasterVision works alongside existing source systems, **integrating data automatically** on a weekly basis into a **single customer view**.

Its **dynamic data modelling** means the **implementation timescale** is **short** and **publisher staff time** required for the set-up is **limited**.

All data is **fully de-duplicated** to create a clear **summary page for each customer** listing all known information in one place.

Individuals are **automatically linked** to affiliated institutions via their **email address**, creating **accurate counts and lists** of related authors, article purchasers etc. **for each institution**.

Turnaways are mapped using **IP addresses** in order to identify **non-subscribing institutions** with **interest** in AIP's content.

Other **valuable customer metrics** are added to the institutional single view **via calculations** that are configured to run on the source data.

The Results

- ✓ Data from 10 different sources, including subscriptions, usage, and turnaways is seamlessly integrated into a single customer view.
- ✓ A working test site was delivered in one calendar month from first receipt of complete source data.
- ✓ Integration of Ringgold data provides reference info for existing subscribers, plus lists of potential new institutional prospects classified by location, size etc.
- ✓ The 360 degree view of existing and potential customers assists AIP significantly in determining its strategies and targets.
- ✓ Added-value customer metrics include: counts of products purchased, total dollar value, cost per download and numbers of related contacts classified by type.
- ✓ Loading of historic data makes it easy to track & trend relationships, helping AIP ensure its customers are getting value for money.