

The Project:

Since 2011 IOP Publishing has been using MasterVision to gain a complete view of its customer information – joining together 16 different data sources.

- MasterVision combines multiple IOP Publishing data sources including institutional subscribers, usage data, turnaways, members, online registrations, author and referee activity, and data from marketing campaigns, plus third-party market information licenced from Ringgold.
- Over 10 million rows of data from 16 different sources have been seamlessly combined and de-duplicated to provide a comprehensive single customer view.
- MasterVision is used by staff from marketing, sales and customer services to give them enhanced information about their customers and to help target their activities.
- The web interface is intuitive and user-friendly, so that customer insight is opened up to a large number of staff, not just a few select expert analysts.
- The system is entirely web-based and is used by staff in IOP Publishing offices both in the UK and in the US. There are no limits imposed on the number of users who can use the system.
- Dedicated support from DataSalon account managers has enabled IOP Publishing to tailor the system to their specific requirements.
- The end result is a complete 360° profile of all subscribing institutions and new prospects, with individual contacts automatically linked to their relevant parent institutions.

MasterVision provides the easy-to-use tools we need to identify relevant contacts for our subscription and editorial marketing campaigns, as well as our other customer communications. With data from across the business brought together in a single environment and intelligently connected up so quickly and efficiently, we have been extremely impressed by both DataSalon's technology and staff.

Jo Allen,
Vice President, Marketing,
EMEA and Asia and B2B

IOP Publishing

IOP Publishing provides a range of journals, magazines, web sites and services which enable researchers and research organisations to reach the widest possible audience for their research. We combine the culture of a learned society with global reach and highly efficient and effective publishing systems and processes.

Our Approach:

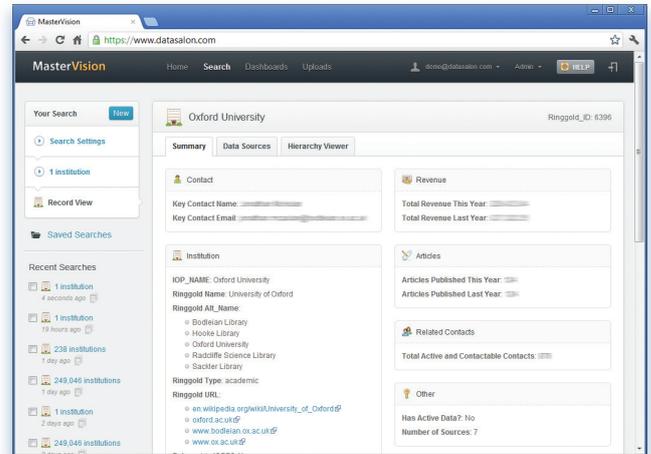
MasterVision's dynamic data modelling means that the implementation timescale is short and there are minimal demands on publisher staff time during set-up.

Every piece of source data provided is added to the data model *automatically*, so that the end solution exactly reflects a publisher's own fields and values, with no need for a costly 'data mapping' phase. The end user interface is also entirely data-driven – so the search and reporting options exactly reflect a publisher's own source data, right out of the box.

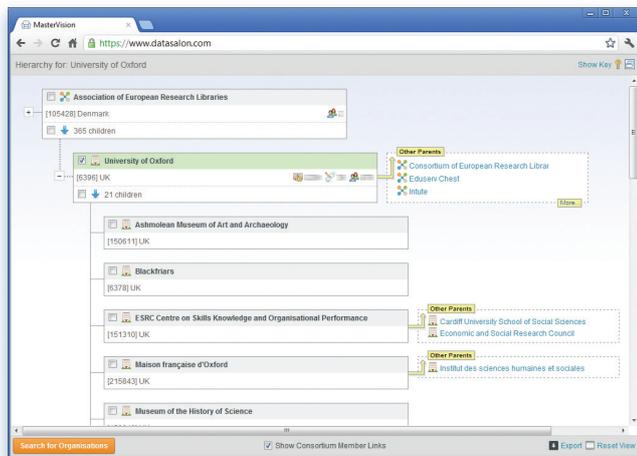


Key Benefits:

- Successfully driving more subscriptions, author submissions and readership/downloads through highly targeted marketing campaigns, drawing on combined institutional data (subscriptions, usage, turnaways), and individual data (members, authors, registrations).
- The inclusion of third-party market data from Ringgold will enable the creation of regional market share reports – tracking current levels of penetration into different markets, and generating targeted lists of new prospects.
- The Ringgold market data has also provided an enhanced view of buying consortia, by visually mapping out the relationships between each consortium and its participating institutions. By modelling the relationships between individual authors and their affiliated institutions, it has become possible to view submission and publication activity at institutional level.
- As an additional benefit, the single customer view has helped to highlight duplications and inconsistencies within the existing source data, so helping to improve data quality across the organisation.



MasterVision brings together a complete view of each customer, including variant names, classifications, subscription revenue, author activity and related individual contacts.



The relationships between institutions and their subsidiary libraries and departments can be explored visually in a user-friendly "family tree" view.



Segments of customers or prospects can be analysed using a wide variety of charts and maps, which help bring to life the patterns within the source data.

About DataSalon:

DataSalon is the leading provider of customer insight solutions for academic publishers. Our core product MasterVision integrates all of your subscription, author, usage and registration data into a complete 360° view for every individual and institution, creating business insight for your whole organisation and high-value intelligence for leads, cross-selling and renewals. MasterVision is fully managed and hosted, and is backed by first-class service and support.