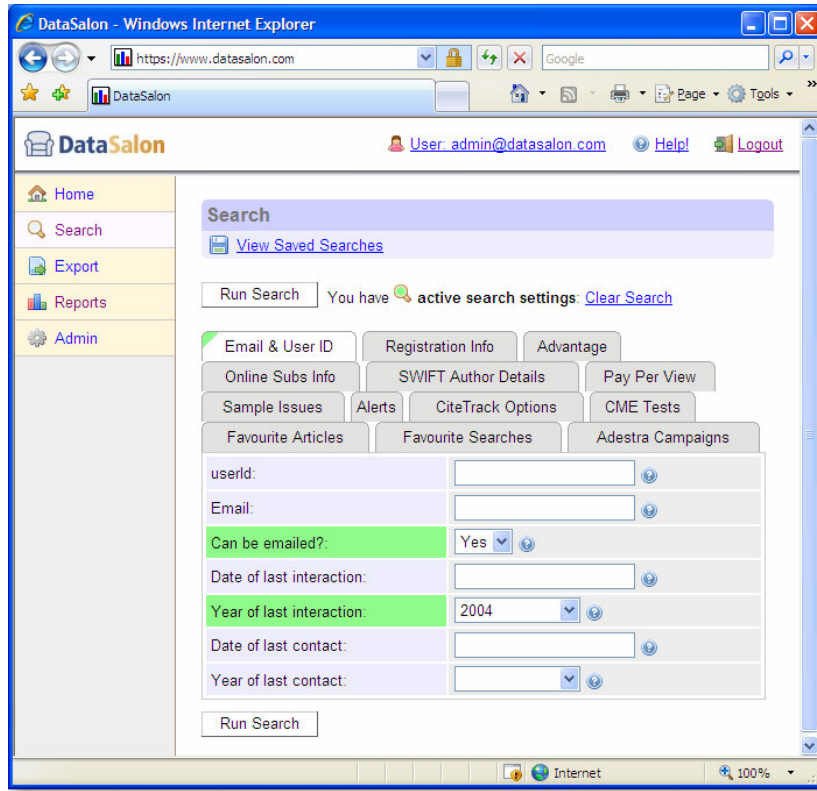


# Case Study: Oxford Journals



**MasterVision:** Users can search across any or all data sources via tabbed forms.

## The Project

Since 2006 Oxford Journals has been using **DataSalon MasterVision** to join up more than 10 different customer databases.

MasterVision is now the principal tool used for all marketing analysis and customer segmentation:

- Oxford Journals formerly had many sources of customer data, but no way to view the 'complete picture'.
- DataSalon enabled a joined up view of these customers for the first time.
- The system combines information from registrations, subscriptions, pay-per-view articles, e-mail alerts, favourites, and more.
- Marketing teams based in UK, USA, Japan, and China can all access customer data online and explore it with user-friendly analysis tools.



**Oxford Journals** is a division of Oxford University Press, publishing 200 journals in both print and online.

I'm a huge fan of the DataSalon system.

It has provided us with significant market insights and has become an essential tool in our strategic planning.

It's so valuable to find a system that gives you the complex interrogation tools you want, but is also so easy to use.

It has enabled the whole marketing team to make the most of our customer data.

**Rachel Goode**  
Marketing Director, *Oxford Journals*

## Our Approach

**DataSalon MasterVision** uses an innovative **data driven** approach, and works with **existing data and systems** as is. This makes it **quick and easy to implement**.

No time-consuming analysis was required up-front, since all interfaces are **automatically generated** from the source data.

MasterVision works alongside all of Oxford Journals' existing databases, integrating data from **more than 10 different systems** into a single resource.

For the first time, staff can now discover **everything known** about **each contact** and quickly identify **customer segments**.

The system offers **flexible and powerful** functionality whilst being **easy-to-use**.

'AND', 'OR', 'NOT' and **wildcard searches** are all supported, and users can "build their own" **spreadsheets and reports**.

## The Results

- ✓ Quick and easy initial set up in July 2006.
- ✓ No disruption to existing systems.
- ✓ Combines data from more than 10 sources, including registrations, subscriptions, and e-mail alert preferences.
- ✓ Over 6 million rows of source data are processed and integrated every week.
- ✓ Flexible interface allows searching within each source or across all sources at once.
- ✓ Staff can quickly identify customer segments.
- ✓ Download to Excel, create reports and graphical charts.
- ✓ Fully browser-based system accessible via PC and Mac.