

## **American Institute of Physics Adopts DataSalon's MasterVision Service for a Fully-Integrated, Single-Customer View**

**DataSalon's hosted service MasterVision integrates subscribers, usage, turnaways, alerts, author submissions and more, enabling AIP's marketing team to create highly targeted and innovative campaigns for prospecting, cross-selling, and renewals.**

**Melville, NY and Oxford, England, January 26, 2010** – The American Institute of Physics (AIP), one of the world's largest publishers of physical sciences research, announced today that it has adopted DataSalon's MasterVision service to create a complete profile of all subscribing institutions and new prospects. The system merges data from many different source systems, combining subscriptions, online usage, turnaways, alert signups, single article sales, author submissions, and marketing campaigns. It also incorporates Ringgold's Identify database that provides reference data for existing subscribers, and lists of potential new institutional prospects classified by location, size, interests, etc. All data is fully de-duplicated to create a clear summary page for each customer listing all known data in a single view.

"DataSalon was great to work with," said Lori Carlin, AIP's Director, Fulfillment & Marketing Services. "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 now 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."

With this implementation of the MasterVision product, AIP's marketing team is now able to run detailed customer analysis in seconds, identifying targeted segments for several new cutting-edge recruitment and renewal campaigns. Turnaways are identified using IP addresses in order to spot non-subscribing institutions with substantial interest in AIP's online content. Online usage is tracked in detail in order to identify upward and downward trends, and to spot any 'at risk' subscribers whose usage is low. Individuals are automatically linked to affiliated institutions using their email address, creating accurate counts and lists of related authors, single article purchasers, and so on for each institution.

Because MasterVision was designed from the ground up specifically for the needs of academic publishers, it provides sales and marketing teams with direct access to their data through a user-friendly web interface, without the need for expert IT assistance. MasterVision also provides AIP with easy access to a range of visuals, including pie charts, bar charts, cross tabs and maps: all enabling staff to explore and visualise AIP customers. Management dashboards combine charts and tables into a single view to provide one-click access to essential statistics and trends.

"We are very pleased to be working with AIP in using our MasterVision product to integrate and analyse all of their customer data," said Nick Andrews, Managing Director of DataSalon. "It's particularly exciting for us to be working with AIP's marketing team: their innovative work in deriving insight and value by cross-referring subscriber usage, author data, alert signups, and turnaways puts them at the cutting edge of journal marketing."

**About AIP**

The American Institute of Physics ([www.aip.org](http://www.aip.org)) is a federation of 10 physical science societies representing more than 135,000 scientists, engineers, and educators and is one of the world's largest publishers of scientific information in the physical sciences. AIP is a leader in the field of electronic publishing of scholarly journals. It publishes 12 journals (some of which are the most highly cited in their respective fields), two magazines, including its flagship publication *Physics Today*; and the AIP Conference Proceedings series. Its online publishing platform Scitation hosts nearly two million articles from more than 185 scholarly journals and other publications of 28 learned society publishers.

**About DataSalon Ltd**

DataSalon Ltd is based in Oxford, UK and specialises in providing flexible and powerful tools for data integration and analysis which are also extremely user-friendly and easy to implement. DataSalon has a strong client base in the publishing industry, including Oxford University Press, The American Medical Association, and The Royal Society of Chemistry. Our website is at: <http://www.datasalon.com>.

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