

## **SAGE makes rapid return on customer insight project with DataSalon**

***SAGE adopts DataSalon’s web-based MasterVision service for a complete customer view to support market analysis and sales prospecting. Within months of starting targeted campaigns using this new intelligence, SAGE secures impressive results by enabling customers to identify unmet content demand leading to new sales.***

**London, UK and Oxford, UK, 20 March 2012** – Leading independent academic and professional publisher SAGE announced today that it has adopted DataSalon's MasterVision product to provide customer insight for its highly targeted, data-driven prospecting, cross-selling and renewal activities. The system brings together a wide variety of data for individual library, institutional and consortia customers, including their subscriptions, author submissions, article usage, and ‘turnaways’ data.

SAGE has also licensed Ringgold’s Identify database, which has been integrated into MasterVision. The Ringgold database brings further reference information for existing institutional subscribers, and lists of potential new prospects classified by location, size and subject interests. The end result provides SAGE staff with a comprehensive single view of each customer and prospect, presented with user-friendly forms-based tools for segmentation and analysis.

With this new customer insight tool, SAGE was able to identify strong new prospects by demonstrating unmet demand for SAGE content. Prospect lists generated from MasterVision enabled them to secure a significant return on the project within a matter of months. Helping libraries to make informed and evidence-based purchasing decisions is also enabling much more effective communication with customers.

“We have already seen an impressive return on our investment in MasterVision, and our results show how valuable it is to bring all customer information together into a single view,” said Clive Parry, Global Marketing Director, SAGE. “It means we can better serve the needs of our customers by providing them with much needed data for new purchasing decisions, and by directing our marketing efforts in a much more targeted and efficient way. MasterVision is an important tool for us as we strive to constantly improve our customer focus.”

“We’re delighted to be working with SAGE.” said Nick Andrews, Managing Director at DataSalon. “It’s great to be able to demonstrate a clear return on investment so quickly. The richness of the SAGE customer data combined with MasterVision’s fast and friendly analysis tools means SAGE now has many more new opportunities to explore.”

- end -

**[Notes for editors on following page...]**

## Notes for editors

- **SAGE** is a leading international publisher of journals, books, and electronic media for academic, educational, and professional markets. Since 1965, SAGE has helped inform and educate a global community of scholars, practitioners, researchers, and students spanning a wide range of subject areas including business, humanities, social sciences, and science, technology, and medicine. An independent company, SAGE has principal offices in Los Angeles, London, New Delhi, Singapore and Washington DC. [www.sagepublications.com](http://www.sagepublications.com)
- **DataSalon** is the leading provider of customer insight solutions for academic publishers. Our core product MasterVision integrates all of a publisher's customer data into a complete 360° view for every individual and institution, creating business insight for the 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. We're pleased to count many of the most innovative publishers among our clients, including the American Institute of Physics, BMJ Group, IOP Publishing, Oxford University Press and the Royal Society of Chemistry. [www.datasalon.com](http://www.datasalon.com)

For further information about this press release please contact James Culling (Client Director, DataSalon). Email: [info@datasalon.com](mailto:info@datasalon.com). Phone: +44 (0)1865 321353.