

The Project:

Since 2006 Oxford Journals has been using 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 subscriptions, registrations, authors, campaigns, email alerts, 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.
- MasterVision has made it very easy for the journals marketing team to make targeted selections of relevant contacts for campaigns. Each contact's complete profile can be taken into account when defining a campaign list, including their subscriptions, alert signups, registered interests, and their institutional affiliation.
- The project has also enabled accurate market penetration reports: comparing existing customers with the third-party Ringgold market database to create instant visual reports for each product and territory. These show the size of the market, the proportion so far sold to, and the size of the opportunity for new sales prospects. This makes it easy to identify new prospects, and to track the success of ongoing sales campaigns in each territory.

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, Communications Director, Oxford University Press

OXFORD UNIVERSITY PRESS

Oxford Journals publish well over 230 academic and research journals covering a broad range of subject areas, two-thirds of which are published in collaboration with learned societies and other international organizations. Oxford Journals is a division of Oxford University Press, which is a department of Oxford University.

Our Approach:

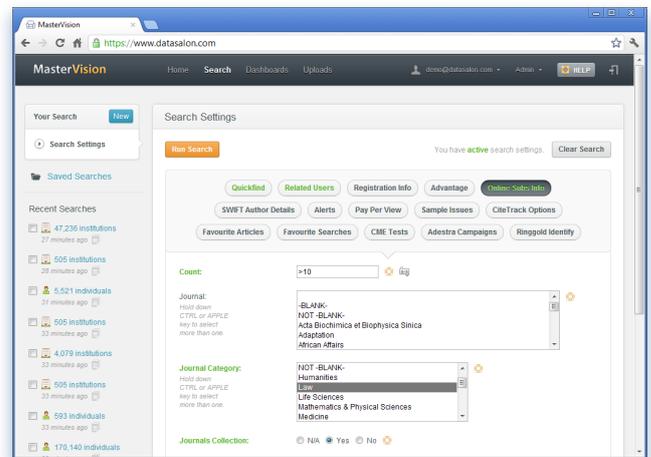
MasterVision's dynamic data modelling means that the implementation timescale is short and there are minimal demands on publisher staff time during set-up.

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.

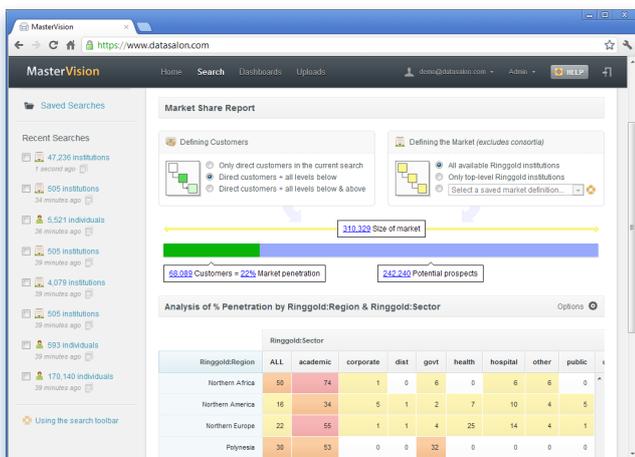


The Results:

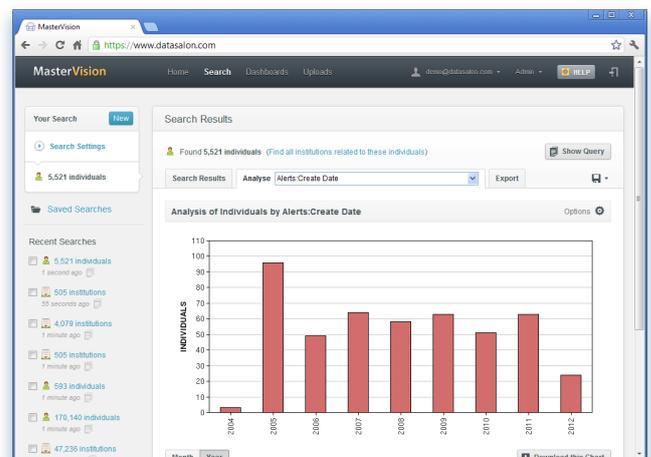
- Quick and easy initial set up in July 2006.
- No disruption to existing systems.
- Combines data from more than 10 sources into a fully-integrated single customer view.
- Over 12 million rows of source data are processed and integrated every week.
- The system is actively used by over 25 different staff members.
- 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.



MasterVision makes complex searching and segmentation easy for non-technical users, with a friendly forms-based search interface.



Sophisticated market share analysis (using the 3rd party Ringgold data set), provides graphical info about market penetration and new prospects.



Customer data can be instantly analysed and visualised with interactive charts and maps, with user-friendly 'click to filter' functionality.

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.