

## DataSalon's MasterVision solution offers Annual Reviews enhanced customer insight

***Oxford, UK, 9 February 2016. DataSalon is pleased to announce that MasterVision, their hosted customer insight solution, is being used by non-profit publisher Annual Reviews to bring together their customer data on a secure platform, creating an overarching view of their organization. This tool helps Annual Reviews accurately identify opportunities and target their efforts accordingly.***

Annual Reviews staff will use MasterVision in a number of ways to gain insight and inform strategy: understanding how authors interact with their journals; tracking article usage; identifying the relationships between individual and institutional customers to understand customer engagement and behaviour; and defining targeted segments to improve sales effectiveness.

MasterVision's comprehensive data integration and flexible approach to analytics means that Annual Reviews staff will be able to gain new insights on customer interaction. DataSalon and Annual Reviews have worked closely together to identify key data measures to clearly visualise trends, growth and gaps across different areas of customer engagement.

"Annual Reviews is pleased to be working with DataSalon", commented Andrea Lopez, Director of Sales. "This powerful data analytics tool helps identify opportunities for the organization to extend our unique offer to new and existing customers who wish to license our collection of high impact journals across a broad range of disciplines."

"We're delighted to be working with Annual Reviews", said Nick Andrews, Managing Director of DataSalon. "It's great to be able to provide a single customer view so that Annual Reviews can clearly model their customer relationships. Clarity around their data, combined with MasterVision's fast and friendly analysis tools, means that Annual Reviews can connect key customer metrics, view trends within the data quickly and easily, and identify new sales opportunities."

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



## Notes for editors

**Annual Reviews.** A non-profit publisher that invites leading authorities to synthesize and analyze research across a broad range of disciplines within the Biomedical, Life, Physical, and Social Sciences, including Economics. Our Journals accelerate discovery and stimulate discussion for the benefit of scholars and society. <http://www.annualreviews.org/>

**DataSalon** is a leading provider of customer insight solutions for 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. <http://www.datasalon.com>

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