

## European Respiratory Society adopts DataSalon's MasterVision for complete customer insight

**DataSalon's hosted solution MasterVision brings together all of the European Respiratory Society's publishing customer data to create a 'single customer view' to inform strategy and support business growth.**

Sheffield and Oxford, UK, 24 April 2014: The European Respiratory Society (ERS) announced today that they have adopted DataSalon's MasterVision service in order to gain a better understanding of their customer base and to further develop their publications business. MasterVision gives ERS a complete 'single customer view' of all their customers and contacts, incorporating subscribers, society members, authors, book sales, article sales, usage and turnaways. All of this valuable customer data has been merged and de-duplicated so that ERS have, for the first time in one place, a complete picture of customer interactions to inform new sales and marketing opportunities.

ERS staff will use MasterVision in several different ways to gain insight and inform strategy: understanding how members interact with ERS publications, upselling membership to customers, to map the relationship between individuals and institutional customers, and to safeguard renewals and drive marketing to institutional customers.

In addition to an extremely friendly interface for searching, analysing and exporting customer data, MasterVision also provides a range of reports enabling staff to explore and visualise their customers in a variety of different ways. Management dashboards are included, combining charts and tables into a single view to provide one-click access to essential statistics and trends.

"ERS is delighted to be working with DataSalon", commented Elin Reeves, Head of Publications. "We have licensed MasterVision to give us a clearer understanding of the relationships between our members, our individual customers and their institutions. We expect MasterVision to provide valuable insight into our customers and to enable us to carry out more targeted sales and marketing campaigns."

"We're very pleased to be working with ERS", said Nick Andrews, Managing Director at DataSalon. "It's great to be able to bring together multiple data sources into a single customer view so that ERS can clearly model their customer relationships. Because MasterVision is a cloud-based service, ERS can realise these business benefits without the need for a large technical and infrastructure investment."

### Notes for editors

**DataSalon** are the experts in customer insight for publishers. We clean and connect all of your data into a single customer view for every individual and institution (combining subscriptions, authors, usage, and more). We pride ourselves on excellent service, and our cloud-based product MasterVision is fast, flexible, and backed by first-class support. Publishers such as AMA, BMJ, IOPP, OUP and RSC all rely on MasterVision to help drive new sales, inform future strategy, and provide accurate insight to the whole organisation. [www.datasalon.com](http://www.datasalon.com)

**European Respiratory Society** is the leading professional organisation in its field in Europe. It is broad-based, with some 10,000 members and counting in over 100 countries. ERS publications include the European Respiratory Journal, the European Respiratory Review, the European Respiratory Monograph, Breathe, and the ERS Handbook series. [www.ersnet.org](http://www.ersnet.org)

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