IOP Publishing achieves a fully-integrated customer profile view with DataSalon's MasterVision

DataSalon's hosted MasterVision service brings together IOP subscribers, usage data, turnaways, members, editorial data, conference series and more, enabling highly targeted and innovative marketing campaigns to grow both subscriptions and author submissions.

Bristol, UK and Oxford, UK, 23 November 2010 – IOP Publishing (IOP) announced today that it has adopted DataSalon's MasterVision product in order to derive a complete view of its customer information from its many different data sources. The system integrates institutional subscribers, usage data, turnaways, members, online registrations, author submissions, conference series authors, and marketing campaigns, plus Ringgold's 'Identify' database of organisations. The end result is a complete profile of all subscribing institutions and new prospects, with individual contacts linked to relevant institutions via automated matching techniques.

Fast and powerful searching tools enable IOP's marketing staff to segment this customer and prospect data in new and innovative ways, to better target marketing campaigns and communications. For instance, one click links enable users to 'switch focus' from a set of relevant institutions to all related individual contacts, and this group can then be further refined by type, e.g. to list all related authors or all related library staff. It is also possible to 'jump up' the hierarchy, moving from a set of relevant individuals to all related institutions, where further refinement of institutional characteristics (e.g. location, subscription history, usage level) is then possible.

"We are very excited to be working with DataSalon", commented Jo Allen, Head of Marketing & B2B at IOP. "MasterVision provides the easy-to-use tools we need to identify relevant contacts for our subscription and editorial marketing campaigns, as well as our other customer communications. With data from across the business brought together in a single environment and intelligently connected up so quickly and efficiently, we have been extremely impressed by both DataSalon's technology and staff."

MasterVision was designed from the outset with the needs of scholarly publishers in mind, providing sales and marketing teams with direct access to relevant customer data via a user-friendly interface that facilitates searching, analysis and export. MasterVision also provides a range of visual reports including pie charts, bar charts, cross tabs and maps: all of these enable staff to explore and visualise customers in intuitive ways.

"IOP is a leading-edge publisher and we are delighted to have been selected as its customer data integration partner", said James Culling, Client Director at DataSalon. "We very much look forward to a fruitful ongoing relationship, with innovative ideas from IOP and innovative technology from DataSalon working together to push forward the possibilities with customer data."

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[Notes for editors on following page…]

Notes for editors

- IOP publishes a range of journals, websites and magazines including Physics World, the membership title of the Institute of Physics. More than 60 journals reflect the growth and interdisciplinary nature of scientific research and application, from topics as varied as astronomy, mathematics, the biosciences and, of course, physics. Our website is at: http://publishing.iop.org/.

- 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 scholarly publishing industry, including BMJ Group, Oxford University Press, and The Royal Society of Chemistry. Our website is at: http://www.datasalon.com. Please note the correct use of our name: DataSalon (capital 'D' and 'S' with no space).

- For further information about this press release please contact:

  o Alison Hadley, IOP Publishing
    (Email: alison.hadley@iop.org, Phone: +44 (0)117 930 1176).

  o James Culling, Client Director, DataSalon
    (Email: info@datasalon.com, Phone: +44 (0)1865 321353).