social media

segmentation

CAN-SPAM

demographics
business intelligence

sender score

National/State Do-Not-Call Registries

opt-ins/opt-outs

customer insights

NCOA

IP reputation

CASS

email filters
bounces

de-dupes

blacklists

> "Out of clutter,
> find simplicity."
>
> - Albert Einstein

MarketWide

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Why Valley Vet Supply Chose MarketWide

Valley Vet Supply is a national B2B and B2C catalog and web retailer with three major titles, each with a fairly unique customer base and product mix. Since 1985, VVS has helped livestock producers be more profitable, enabled equine enthusiasts to pursue their passion, and aided pet owners in maximizing the enjoyment of their pets. But unlocking the data associated with these divisions was a major obstacle to building better marketing campaigns, let alone running multichannel campaigns.

DSI helped VVS overcome these obstacles by building a comprehensive user-friendly marketing database and then connecting it to MarketWide. This immediately opened a virtual smorgasbord of capabilities for VVS: including campaign management, integrated email, BI reporting, and conversion tracking. Through MarketWide, VVS now develops campaigns that combine catalog and email channels to target web buyers, maximizing marketing spend ROI and buyer retention.

In addition to managing multichannel campaigns, VVS uses MarketWide to capture website visitors and match them back to marketing campaigns, allowing them to better measure promotion results, reallocate marketing spend to proper sales channels, and enhance the contact strategy for customers and prospects. As a result, VVS enjoys key competitive advantages in responsiveness, flexibility, and accurate targeting. Thanks to the proven power - and simplicity - of MarketWide.

Smart direct marketing campaigns are driven by data. But the more data you have, the harder it is to make sense of it, let alone really use it to create more effective campaigns.

Thankfully, there's a marketing software system that's so powerful, so sophisticated, so advanced, that it's actually simple: MarketWide.

And the simplicity starts from the very beginning.

Unlike other products, MarketWide uses an open architecture so it connects directly to your existing marketing database. Because there are fewer "moving parts," you benefit from quicker ramp-up now and more flexibility in the future. And, you don't have to rebuild or reformat your database. You don't even have to import the data. MarketWide connects to it where it is, as it is. Simple.

If that isn't simple enough, Decision Software has database designers on staff who can build and host your database from scratch should you need it.

Another way MarketWide is unique is its proprietary TouchPoint engine. Unlike just about every other product, TouchPoint is not a mere query-builder. Instead, it's a powerful search engine that handles complex, multi-conditional customer selection with ease.

So, in a single pass, you can pull a list with hundreds of segments, using multi-layered logic. For example: purchasers in households of three or more with household incomes over $150,000 within a specific geographical area that bought something last month and the month before but not this month. And you can get even more granular than that (type of product, dollar amounts, demographics, psychographics, and more), leveraging any and every field in your database.

All in a single operation.

"Simplicity is the key to brilliance."

- Bruce Lee

Because the TouchPoint engine performs even the deepest search of your data in a single pass, MarketWide is blindingly fast, delivering highly selective customer lists in minutes instead of hours or days. This incredible speed combined with its open architecture enables you to beat your competition in seizing fast-emerging marketing opportunities.

MarketWide's power and speed also greatly simplify testing. You can correct mistakes on the fly, and easily cross-reference and compare differently configured lists against each other, without going live.

In minutes, MarketWide's segmentation engine sifts massive volumes of data to produce highly selective lists and deep customer insights. So you — and your direct marketing — can be more accurate, more responsive, and more efficient.

Data Cycle

Action

Data

Insight

Integrated Email

MarketWide Email is licensed separately. But it's integrated completely.

Unlike other email software, it works directly with the data. So, you never have to import or upload lists – instead, you just generate your list through MarketWide and press a button to launch directly into the email campaign manager.

That close integration with data also means you get real-time results. You see opens, bounces, and click-throughs live, as they happen, so you can react faster to customer responses.

MarketWide Email is based on proven Amazon Cloud technology. So, it provides world-beating power and flexibility combined with rock-bottom licensing and support costs. It's truly the best of all worlds.

Yet, for all its power, MarketWide is easy to use, with a familiar MS-Office type interface. There's no backend to learn, because, again, it connects to your database as-is, where-is. That reduces training time, accelerates real-world usage, and increases productivity. Most businesses find they can be up and running with MarketWide in a single day, and can build and run actual campaigns within a week.

MarketWide's unmatched combination of speed, flexibility, and ease of use enables you to launch smart, well-targeted, cost-effective direct marketing campaigns in hours. All at a lower cost than other, less-capable solutions.

So, **call us at (301) 459-9000** to schedule a free, in-depth demo in which you can see the system in action and ask questions. Explore its capabilities. And learn for yourself how your company can use MarketWide as a secret weapon in direct marketing campaign management.

Then get ready to be brilliant. Simply brilliant.