

# Understanding the data that feeds into production solutions is critical.

Gordon Loch

**N**ow more than ever customers need support in building strong databases, and how you can offer this support to them is the first step in your data journey. If you don't have strong data, the print quality, the creative and the campaign won't work – you need to use good data management principles to ensure any print campaign is impressionable. Understanding this and the data that feeds into your production solutions is critical. If completed successfully, it can play a profit-boosting role for your businesses.

A strong print campaign protects ongoing revenue, while managing and assisting your customers with their data management provides an additional sticky point across engagement with them. Data management can be work-flow driven, similar to your business. The first approach for a commercial print company to consider is how to engage and develop a data management solution by breaking the service offering into three key areas.

## Data Processing and Management

Data processing management involves managing data on a digital platform, i.e., database format. For your business, becoming skilled in this area can provide interactive engagement (backwards and forwards in the supply chain) which can open up revenue opportunities from a single order.

## Customer Acquisition Data

Customer acquisition refers to bringing in new customers or convincing people to buy your products. It is a process used to bring consumers down the marketing funnel from brand awareness to purchase decision. The cost of acquiring a new customer is referred to as customer acquisition cost (or CAC for short). Customer Acquisition Data

includes prospective customers and is not always as qualified customer data sets, however, is a good opportunity to build and convert prospects to customers and record stronger ROI across print and mail campaigns.

## Data Analysis Services

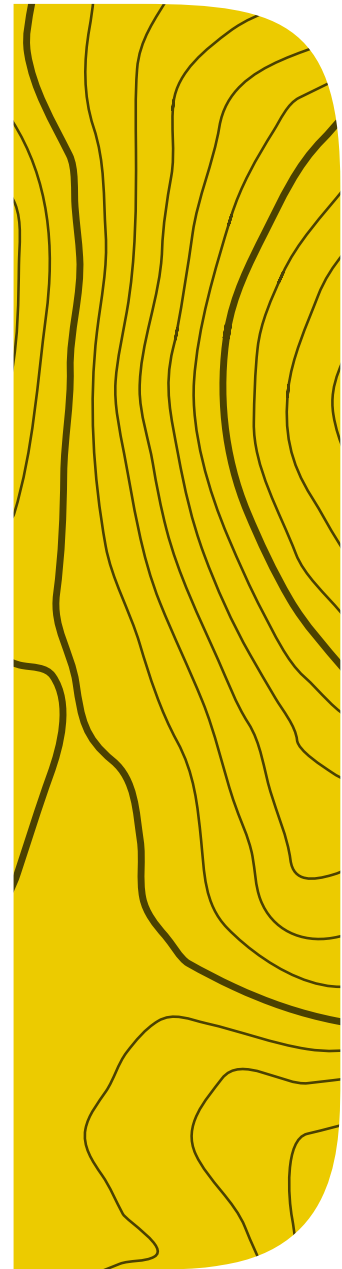
Data analytics is the science of analysing raw data in order to make conclusions about that information. The techniques and processes of data analytics have been automated into mechanical processes and algorithms that work over raw data for human consumption.



**"If you don't have strong data, the print quality, the creative and campaign won't work - you need to use good data management principles to ensure any print campaign is strong."**

Not all data is alike. There are patterns you can build upon and offer your customers – an opportunity to leverage from those patterns and trends. You should always explore opportunities to grow your business revenue and understanding a new work-flow to add to your business services is never easy. However, data management services are a seamless marriage, which if managed well, can build stronger engagement with your customers and see an increase in profitability. ●

Source: The Real Media Collective, 2021





**ata,**

**It Matters**