

Rob Frost, Marketing Database Manager, engage



# In safe hands...

For a number of years, Acxiom has been supplying leads for data acquisition to engage Mutual Insurance. So it was to Acxiom that the company turned for data support when they decided to re-focus and streamline their data sourcing and optimisation.

The stakes are high! Looking to bring some 600,000 new customers on board during the next three years, engage is working with Acxiom as part of a longer term strategy through which it hopes to make annual cost savings of over half a million pounds. To achieve this it is looking to deliver improved consumer insights, move its data management in-house and minimise administrative and operational intervention.

Previously engage had been purchasing a large number of lists from multiple suppliers – a scenario that was becoming cumbersome both data-wise and administratively. To overcome these issues, Acxiom has delivered a tailor made prospect pool, focusing on the 50+ marketplace – tightening targeting and therefore budgets.

Rob Frost, engage's Marketing Database Manager comments, "The prospect pool we purchased from Acxiom provides us with very rich data extremely cost effectively. The volume and breadth of data from Acxiom is so high, we've created a vast resource from which to drive our customer acquisition programme. Obviously we can't select everyone for marketing campaigns, but we do have a greater insight into the marketplace and the

people within it. This enables us to understand our target audience and refine our selections appropriately – and, in the long run find out what makes those people currently outside our target groups tick!"

Not only does the prospect pool solution provide a more streamlined and accessible data route, engage has also found that it is now better able to plan data spend and be reactive without incurring additional costs. With the benefit of regular updates, suppressions and InfoBase Lifestyle Universe together with specific survey response variables at their fingertips, it is well on track to maximise its acquisition and budgetary targets.

Shaun Crawford, who manages the engage account says, "This new approach to data handling and manipulation has opened up a whole new arena of possibility for engage. By holding and managing the files internally, the company has more flexibility to test campaigns and selections whilst still benefiting from regular updates and monthly suppressions. We've worked closely with engage to understand their needs and develop a long term data strategy. With every variable able to be fully integrated across the whole data pool, engage is developing a unique insight into its prospect base."

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