



TECHNOLOGY DATABASE

HARTE-HANKS

A new depth of insight...

Market intelligence for intelligent marketing



We make it happen.®

Look closer, look deeper

Maximising your sales and marketing has never been tougher. It's not just about targeting the right companies. You've got to get to the right people. Be sure they're ready to buy. And understand what kind of technologies they use and plan to use. It's a constantly shifting target.

At the same time, you've got to do it cost effectively. The people you want to talk to are increasingly frustrated by the mass of unfocused communications crossing their desktops.

How do you make sure your offering really anticipates their needs?
Hits the button just at the right point in their decision cycle?

Tighter targeting delivers results

You rely on marketing data. But how can you be sure that data is good quality and up to date? There are plenty of providers out there, but sourcing data from many creates its own problems: inaccuracy, duplication...

Harte-Hanks gives you unique insight into the technology your prospects are using, as well as what and when they plan to buy. Coupled with the most accurate lists of named contacts in precisely the businesses you want to reach – globally.

The answer is...
Harte-Hanks Market Intelligence

A different way of looking at data

We believe it's time for a new way of thinking.

Marketing data is just a commodity. Your business can only grow when you have **market intelligence**... and that's a rather different challenge.

By 'market intelligence' we mean a core of the most up-to-date, rich data on IT buyers. Named contacts. Precise information about the technologies they use.

Backed up by a range of ways to deliver your message professionally – through the right medium, at the right time – from email to face-to-face contact.

Harte-Hanks offers the richest source of IT market intelligence available globally. Your payback?

- Unique technology insight – to make sure your sales and marketing teams know your customers, prospects and competitors better than ever
- Huge flexibility - so you can choose precisely the data you need for your one-off or on-going campaigns
- Every opportunity to generate more revenues – by being smarter and more focused – and save marketing budget.

Fact: You can expect a typical hit rate of 0.1% from a marketing campaign using a list that doesn't include matched contacts. That hit rate rises to 0.8% with an accurate matched contact. That's real intelligence!

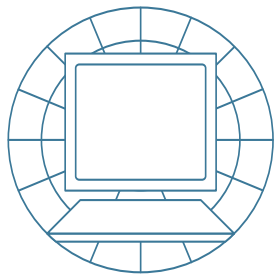
Target your prospects



...by company

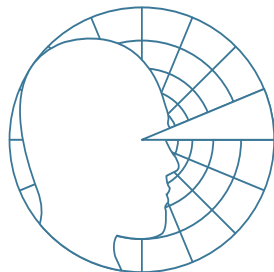
At the heart of the Harte-Hanks market intelligence approach is the **Ci Technology Database (CiTDB)**: the world's first and largest database of IT and telecoms spenders, decision-makers and influencers:

- over 1.8 million contacts at more than 650,000 sites worldwide: with over 160,000 sites in 20 countries in Europe alone
- updated throughout the year – based on over 60,000 interviews a month
- provided on-line or in a flexible format, so you can use it for a huge range of campaigns and intelligence gathering
- flexibility to use the data provided for sales and marketing research, analysis, segmentation, prospecting...



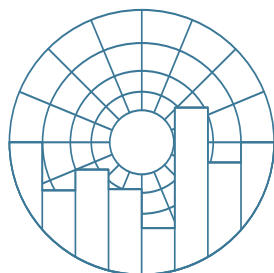
...by technology

If you have a rich product portfolio and need to access very precise and complex technology information about your prospects, the **CiTDB** is your best starting point. It offers over 350 searchable technology fields – from installed PC and server profiles, telecommunications equipment, software and operating systems, to the age profile of installed technology. That means virtually limitless possibilities for segmentation!



...by person

You can use the intelligence provided in the CiTDB tactically and cost-effectively, using **Ci Focus**. This gives you the data you need – fast – to easily run direct marketing and telemarketing campaigns that concentrate only on contacts whose organisations use precisely the technology you want to target. The result? You can move quickly, focus your marketing spend and get better return on investment from your campaigns.



...in every size of business

We're offering a new, cost-effective way to deliver high return on your investment on market intelligence from a huge, untapped source of potential customers: smaller businesses. **Ci Predict** is a new tool designed to help you precisely target smaller organisations that are likely to spend on your kinds of products and services.



...cost-effectively by email

With email now proven to be the fastest and most cost-efficient way to communicate with your prospects, **e-t@rget intelligence** from Harte-Hanks is a fully opted-in email database of contacts and organisations across Europe, enabling highly segmented email campaigns. It is provided through a full service delivery model. E-reach intelligence is a broader database of emails focused on the UK market.

...ahead of the competition

Your sales force is bound to be more effective when they're handed red-hot leads. CiTDB subscribers can sign up to just that. You specify the technology product or service area you want to track: we alert you immediately via e-mail if one of the contacts we've interviewed tells us they plan to make a purchase in that area. And we uncover more than 10,000 specific technology **buying plans** every month, as we interview contacts to update the CiTDB.

So, market intelligence is about much more than volumes of data. It's about depth and quality. It lets you zoom in on potential customers and see the vital details that make all the difference between a hot prospect and a long shot.

It's about using our 30 years experience to do a lot of the hard work for you... so you can concentrate on your strategic direction, rather than drowning in data.

***Fact:** No-one has greater insight into IT marketing data needs.*

***Fact:** Harte-Hanks works with virtually all the IT and telecoms companies in the Fortune 500, and hundreds of smaller technology firms.*

***Fact:** Our reach is global, but our focus is local. Because we believe passionately in talking the same language as your prospects: literally and technologically*

Market intelligence in action

Storage vendor improves close rates, through better targeting

- This storage vendor was failing to close enough sales, as it had limited sales resources pursuing too many prospects in the small-to-medium business (SMB) market, using only the most basic of criteria: industry and company size
- Harte-Hanks helped by providing data on a much narrower target profile, focusing on prospects with more than five servers, 250Gb storage, a T3 line, more than five application developers on site and distributed ERP & CRM systems
- A significant reduction in the target audience combined with an integrated direct marketing programme, resulted in a big increase in their sales close rate.

Narrowing down the target audience helps reduce marketing costs for mobile solution provider

This mobile solution provider was launching a new wireless product into the SMB market and wanted to identify the companies most likely to respond to the promotional launch they were planning

- Profiling information from the CiTDB was analysed and modelled to identify organisations with more than ten remote workers. Four target segments were also identified as being most likely to buy, based on the number of laptops they were using
- The result? Improved targeting and significantly reduced marketing communications spend.



A richer source of market intelligence

Harte-Hanks doesn't just offer marketing data: we're a comprehensive direct marketing services provider. That means we can take a joined-up approach, to deliver real added value to your marketing operations. Our solutions cover...

- **Information:** we have the most extensive data gathering resources in the industry
 - Collecting and managing data – building, managing, hosting and maintaining marketing information to provide accurate, high-quality global databases giving a 360° view of the customer
 - Ensuring round-the-clock access to that data – to your business and your partners, using powerful real-time marketing management solutions that operate 24/7
- **Insight:** we combine sophisticated techniques and technologies with unrivalled market experience
 - Providing data analysis and interpretation – to infuse your sales and marketing data with real intelligence
- **Engagement:** we help you transform data into actions
 - Applying the knowledge – turning the analysis into actionable marketing strategies and plans
 - Running them for you, from email programmes, lead generation, and sales programmes, to customer care, enquiry processing and fulfilment.

Harte-Hanks is a billion-dollar, integrated direct marketing organisation providing comprehensive direct marketing services to nearly every major player in the technology and telecommunications industry. Our customers include APC, Avaya Business Objects, Dell, EMC, HP, IBM, Microsoft, Oracle, Symantec to name a few. This focus on the technology and telecommunications industries allows us to leverage our successful practices and programmes to companies like yours.

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We make it happen.®