

### Client



### Partner



### Company:

**Belvoir Media Group**

### Website:

[www.belvoir.com](http://www.belvoir.com)

### Headquarters:

**Norwalk, Connecticut, USA**

### Industry:

**Publishing**

### Size:

**75 Employees**

### Solution:

**Engine, Selection Planner and Data Discovery and Visualization, part of the Alterian Integrated Marketing Platform**

### Results:

1. Belvoir enjoyed a 10 percent to 15 percent lift in customer response rates, due to the use of in-depth, flexible marketing analytics and more timely mailings.
2. Previously lost or unaccounted for records are now being analyzed and managed, increasing opportunity and response.
3. Customer insight has been greatly enhanced, allowing more effective cross promotion and more relevant messaging.

**"Instead of waiting days for a report, the Alterian Platform lets us change direction and make decisions while we're in the process. We can run as many reports as we required and are able to create diagrams with the new solution. With saving time and significantly enhanced insight this has contributed to a 10 percent to 15 percent increase in response rates."**

Tom Canfield  
Vice President of Circulation, Belvoir

## Actionable Analytics elevates Belvoir's response rates and reduces turnaround time

Significantly enhanced insight has contributed to a 10 percent to 15 percent increase in response rates.

Launched with a single title in 1972, Belvoir Media Group now reaches nearly one and a half million active enthusiasts with a variety of interests. From horses and pets to wellness, aviation and antiques, its readership shares a common thread – a passion for their chosen area of interest.

Belvoir's publications retain readers' loyalty with in-depth articles, immediacy and real-world relevance. Talented editors share subscribers' enthusiasm for the subject matter, creating magazines, newsletters, books, web sites and electronic media focused on its readers' pursuits. Today, there are ten newsletters in the health division alone, with many more in the company's other six divisions.

### The Challenge

Belvoir has provided special-interest information to avid enthusiasts for more than 30 years. Until recently, the data was managed by its marketing services partner, Palm Coast Data. The mainframe solution they had been using, however, was slow, cumbersome and inflexible, requiring the help of programmers just to run simple new reports and queries. As Belvoir continued to grow, the issues continued to become more pronounced.

"Pulling in a programmer to pursue a particular question often didn't seem to be worth the trouble. The information may have been valuable – or maybe not -- but we'd never know," explains Tom Canfield, Vice President of Circulation at Belvoir.

Belvoir needed a solution that would not only help it understand their data better, but would allow it the flexibility to pursue a line of inquiry quickly and easily. It wanted to be able to execute weekly promotional campaigns against their existing subscriber base and provide fresh, timely data to their direct marketing clients. In addition, the company suspected that there were a number of records that simply weren't being utilized in the current system.

If Belvoir was going to be able to respond to its growing subscriber base, make messaging more relevant and take advantage of valuable cross-sell opportunities, a change was necessary.

However, bringing the existing mainframe solution in line with Belvoir's current business needs was prohibitively expensive, time consuming and would require significant training for its internal staff and service provider.

### The Solution

Belvoir's partner Palm Coast Data had already been housing and managing the publisher's growing stores of customer data. Its recommendation was to adopt the Alterian Integrated Marketing Platform to provide the additional speed, flexibility and functionality Belvoir sought. Palm Coast proposed a solution using the Engine, Selection Planner and Data Discovery and Visualization applications all a part of the Alterian Integrated Marketing Platform.

The Alterian Engine is a high-performance database solution that manages large volumes of data and delivers results in seconds. In Belvoir's case, this comprised of nearly 600,000 active records. This unparalleled speed and integration encourages marketing professionals to follow their curiosity, using the result from one query to spur additional questions, and enjoy train-of-thought analysis.

Selection Planner integrates analysis and selection to generate and manage large numbers of records. As a result, Palm Coast and Belvoir can create, execute, track and analyze more effective and efficient programs.

In addition, the Data Discovery and Visualization functionality uses a simple drag-and-drop interface that allows marketers to directly interact with the data. Users can follow their instincts to uncover the behavior embedded in transactions. Transforming complex data into useful metrics and graphical information helps make the most of everything that's available. s in response to unpredictable financial markets.

### Results

Belvoir's publications demonstrate the company's deep understanding of its readers' interests. Now its campaign strategies are just as insightful, reaching the right people at the right time to enhance response.

By working closely with Palm Coast Data and employing key components of the Alterian Integrated Marketing Platform, Belvoir has achieved the goals they outlined at the start.

Looking closely at the effectiveness of the new solution, Belvoir has declared the switch a success.

Today, campaign execution lead-time has been reduced from ten days to two, allowing Belvoir to drop twice as many campaigns (achieving its goal of four per month)

# Alterian Case Study

## Belvoir Media Group

and mail on fresher data. But even more important, marketing is able to be used to its fullest potential. Immediate responses to queries allows Belvoir to dig deeper when results turn up something unexpected or interesting, making the whole process more targeted and insightful. Smart, complete lists are pulled in one day, then shipped off to the printing and fulfillment house the next.

Data Discovery and Visualization has allowed Belvoir to identify and leverage customer records that had previously fallen through the cracks, increasing the company's promotional opportunities. The more complete customer view lets Belvoir identify the lifetime value of a customer – knowing who is buying what across all publications.

The combined time savings and significantly enhanced insight have made it possible for Belvoir to execute more effective cross promotions and improve the relevance of its marketing messages. Together, these initiatives have contributed to a 10 percent to 15 percent increase in response rates.

### About Palm Coast Data

Palm Coast Data is a leading provider of fulfillment and data solutions to U.S. publishers of magazines and to membership associations since 1984. Located in Palm Coast Florida, it has a client roster that includes many of the major U.S. publishers and associations. The Company manages subscriber relationships on behalf of its customers, processing payments, maintaining subscriber databases, and serving as the primary point of contact between customers and their subscribers or members.

### Alterian

**Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.**

**It is the unique integration of analytics, content and execution through Alterian's industry leading tools, such as the Alterian Messenger email platform, and the award winning Alterian Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.**

**Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage.**

**For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit [www.alterian.com](http://www.alterian.com)**

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Goal	Benchmark (Pre Alterian)	Achievement (With Alterian)
<b>Average Campaign Execution Time:</b> Reduce time to mail promotional offers	Previously: It took <b>10 days</b> from the beginning of list creation to mail drop.	More targeted files are to the printer within <b>2 days</b> • <b>80% reduction in turnaround time</b>
<b>Campaign Execution Frequency:</b> Increase to four campaigns per month	Ran <b>2</b> campaigns per month.	Campaigns are now mailed weekly • <b>4 times per month</b> • <b>50% increase in campaign frequency</b>
<b>Time to Deliver Data to Direct Marketers:</b> Reduce time to deliver lists to direct marketer clients	Required <b>2 to 3 days</b> to deliver and then <b>another day</b> to do a merge/purge.	Weekly Hot Line lists are delivered <b>immediately</b> to direct marketers, a distinct competitive advantage.
<b>Record Utilization:</b> Identify lost or unnoticed records in database by Belvoir	Much more <b>labor intensive</b> and required a programmer, <b>not possible</b> for Belvoir to directly explore the database.	Belvoir has the ability to run ad hoc queries, visualize data and pursue new directions on the fly, allowing these records to be found, such as a batch of Canadian customers who did not appear on reports due to incorrect expiration dates. Belvoir can run trial selects and get <b>instant answers</b> .
<b>Customer Insight:</b> Improve ability to understand customers.	<b>Unable to perform in depth</b> cross promotion campaigns <b>due to lack of customer insight</b> .	Successfully achieved goal, allowing <b>more effective cross promotion, more relevant</b> messaging and, ultimately, <b>improved campaign results</b> .

