



# Smarter marketing at your fingertips with the Inivio Marketing Portal

Understanding who your customers are, what they want and when they need it is an ongoing challenge. With the Inivio Marketing Portal you have powerful insight into your target customers and new prospect information at your fingertips 24 hours a day. Best of all you only pay when you use the service, so it is your cash flow friendly marketing tool.

**inivio**  
Part of the Veda Group

# Inivio Marketing Portal

You know making more money and getting more customers is important to the running of your business. But, are you connecting with your customers effectively and are you attracting the right sort of new customers?

The Inivio Marketing Portal (IMP) is a self-service platform designed to help you make better use of the time and effort you spend on marketing. It is free to register and you only pay for what you need (when you need it) so it is affordable and cash flow friendly.

The portal enables you to:



**Validate your data;** clean and validate your existing customer file.



**Profile your data;** create a snapshot of your customers, giving you an understanding of who is buying your products and services.



**Enhance your data;** enhance your customer data with descriptive and predictive attributes.



**Find new customers;** create and purchase customised marketing lists from Inivio's consumer prospect universe.



**Developer API toolkit;** comprehensive documentation, test data and test code to enable you to incorporate validation and enhancement data services at point of entry into your systems, in real time.

## Validate your data

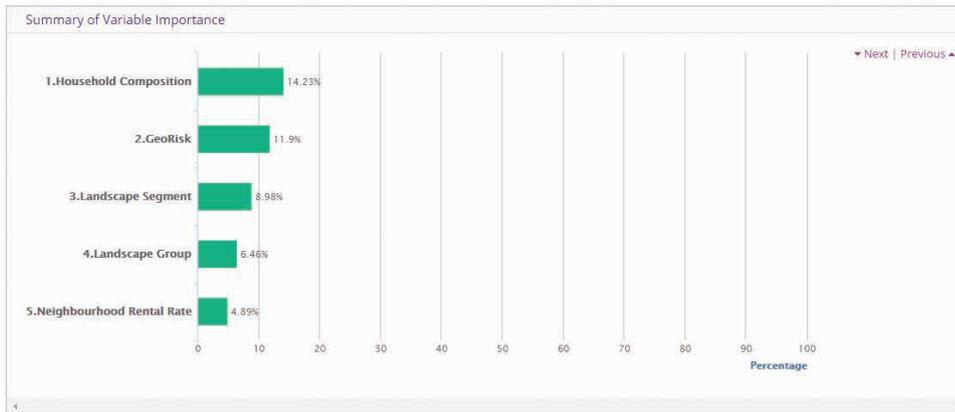
The IMP tool will help ensure your customers receive your message and you aren't wasting money on marketing that will never reach them. Clean, standardise and validate your customer's address, landline and mobile phone and email data, and identify duplicate individuals using industry standard solutions.

- 1 Simply select the validation service(s) you require.
- 2 Upload your customer data via our simple MS Excel template.
- 3 Submit your file for processing to clean, parse, standardise and validate your contact data.
- 4 Download your customer file with address corrections, duplicate identifiers and address, landline and mobile phone and email validations added.

## Profile your data

Gain a better understanding of who is buying your product or service. With this information you can make more informed decisions on how to interact with them or as a guide for the sort of new customers you want to target. Best of all this is a free value - add service.

- 1 Upload your data via our simple MS Excel template.
- 2 Submit your file for processing to match your file against the Inivio Consumer Insights Library and compare your customers to the Australian population.
- 3 Create an accurate view at a point in time of your customer base, described through a series of interactive graphs.



The graph shows the attributes that are most descriptive of your customers and therefore most important for your decision making.

## Enhance your data

Enhance your customer data using the powerful Inivio Consumer Insights Library to understand the characteristics, attitudes and behaviours of your customers and predict when your audience is open and receptive to an offer.

- 1 Select the enhancement attributes you would like to append to your customer data.
- 2 Upload your data using the simple MS Excel template.
- 3 Submit your file for processing to enhance your data with Inivio attributes.
- 4 Download your customer data with your chosen attributes appended.

## Find new customers

Select a list of prospective customers according to your custom criteria from Inivio's constantly evolving consumer database.

- 1 Select the type of list you want to create, i.e. Direct Mail or Telemarketing.
- 2 Refine the selection using specific criteria which describes your most desirable prospects, i.e. geographic and demographic information.
- 3 Suppress previous lists from the last 12 months as required, for example if you have a contact strategy you wish to manage.
- 4 Review your criteria and make any amendments.
- 5 Purchase your list. The List Builder service creates downloadable lists which contain the names, addresses and/or telephone numbers of your selected prospects.

## Access Inivio's data services in real time with an API

As well as processing your customer data files via the Portal's graphical user interface IMP also hosts real time APIs. These APIs enable you to integrate IMP validation and enhancement services into your web front end and process data on the fly as your customers interact with your website. This means that you can validate and enhance customer contact information at point of entry to your system ensuring customers are going to be reachable and you know more about them to improve future marketing efforts from the start.

The Inivio Marketing Portal hosts APIs for:

- 1 Address autocomplete and validation
- 2 Email address validation
- 3 Landline and mobile validation
- 4 Audience enhancement of Inivio's Consumer Insights Library

You can view demos of this functionality at <http://www.inivio.com.au/capabilities/inivio-marketing-portal>

### Getting started

With IMP you only pay for what you need. There are no set up fees, hidden costs, subscription fees, minimum orders or minimum contracts. Simply pay per click for what you use. You will be informed of maximum costs prior to any purchase so you can make an informed decision. To get started simply register at [www.inivio.com.au/register](http://www.inivio.com.au/register)



# Next steps

Registration is free and there is no obligation to make any purchase. Register at [inivio.com.au/register](http://inivio.com.au/register) or contact Natalie O'Rourke for more information.



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