

# Custom Database Services

Developed by marketers for marketers, AccuData's fully customized database services enable a unified view of your customers and prospects

Rely on AccuData's highly-skilled developers to design and develop a custom database solution that's attuned to your unique business needs — without unnecessary spend for features and functions you don't need.

## Benefits



Link information from disparate data sources and capture points into one comprehensive database



Gain on-demand access to your data for the creation of multichannel campaigns, research, and analysis



Dive into business intelligence with custom reporting and integrated data visualization tools

## Development, Management, and Hosting

Clients trust AccuData to develop database solutions that link disparate data sources, provide secure accessibility, improve data quality, deploy targeted campaigns, and track results with detailed reporting. Our experienced developers work with the nation's leading CRMs, data visualization tools, marketing platforms, and ESPs to ensure your solution is as unique as your organization. Our hands-on, personalized approach to your business goals and marketing needs guides the process.

## Professional Services

Whether you've hired us for a full database development project or a simple integration with your current technology, our Professional Client Services team stands at the ready to answer questions, manage vendors, see that projects are completed on time and within budget, and ensure overall success. We offer dedicated support and our team members act as an extension of your team to serve as your own database subject matter experts.

## Make Sense of Your Customer Data

Unify your customer data to deliver personalized experiences that increase customer engagement and lifetime value. As opposed to an out-of-the-box CDP, AccuData's custom database solutions are designed to be as unique as your organization and your customers. Our expert developers will unify your existing MarTech stack; sync your first-party data to qualified third-party data sources; ensure accountability and compliance for GDPR, CCPA, and more; and enable enhanced analytics, segmentation, and omnichannel campaign management abilities.



## DATABASE INTEGRATIONS FOR YOUR CONSIDERATION

### Target Audience Creation

Utilize data-driven intelligence to connect with an audience seeking your products and services. AccuData provides unparalleled access to the nation's leading data partners and products along with comprehensive targeting strategies.

### Loyalty Data Enhancement

Better engage your current customers with relevant, personal communications by appending contact information, demographic and lifestyle attributes, and even buying behaviors to your first-party loyalty data.

### Digital Powered by Postal

Serve engaging digital ads to the mobile and desktop devices of your customers and prospects based on their physical address. IP Targeting campaigns are ideal complements to direct mail as they are proven to increase overall conversion.

### Predictive Analytics

Add the power of your customer transactions to the predictive analytic process to identify key behaviors, distinct clusters within your file, and/or valuable cross-sell/up-sell opportunities.