

DATE	13 August 2009
CIRCULATION	39,093

MarketingWeek

Covergence is helping win the data battle

✉ It goes without saying that customer data is one of the most valuable assets of any company (Knowledge is only power if squeaky clean, *MW* 30 July). The convergence of all direct mail and operational communications provides the basis for a highly personal approach, which can be taken forward through the smart use of analytics. Only by knowing your customers can you then build on the relationship for significant gain.

Furthermore, convergence has provided marketers with various methods of communication that are relevant. Therefore the question is not what activity is the cheapest, but how can campaigns ensure customers are treated as individuals.

.....
Sarah Bainbridge
Marketing director
Communisis

