DirectMailers crush data processing times and uncover new opportunities in partnership with 360Science

360 Science

DIRECT MAILERS

WEBSITE
directmailers.com

FOUNDED
1989

Blazing Speed

98% reduction in processing time using Hub.

Advanced Analytics

Complete, 360-degree view of customers and activity.

Real Results

Reliable data to improve performance across the organization.

> "The matching process reduced from 4 hours to about 6 minutes using Hub! These were with big numbers... like 80 million records."

RICHARD IRWIN, CEO AT DIRECTMAILERS

CHALLENGE

DirectMailers is revolutionizing direct marketing. In addition to delivering more than 10 million traditional mail pieces annually, the company is single-handedly blurring the lines between online and offline. Today, in addition to delivering integrated multi-channel campaigns and location-aware tracking, they help clients understand lead attribution with advanced analytics that connect buyer behavior across brand touchpoints.

When dealing with millions of customer records each day, access to accurate, up-to-date data is critical. To address this, DirectMailers used to rely on a complex daily routine that started with downloading a file for each client containing new customer data—often inconsistent, unstructured, and missing any sort of unique identifier. Next, DirectMailers would attempt to match new records against their existing database, correct discrepancies to the best of their ability, and finally re-import all of the updates. All in, a process that took roughly 4 hours daily.

While it worked for a time, this processing method was time consuming, error prone, and not built to scale. To compete in an increasingly competitive marketplace, DirectMailers needed a way to more efficiently process, prepare, deliver, and analyze campaigns. The company knew that growing the business started and ended with data quality.

SOLUTION

Enter 360Science.

After discovering that they could clean, match, and enhance data directly in Microsoft SQL server, DirectMailers implemented matchit's SQL integration in 2008. **"With matchit, we no longer had to export all the records out of SQL to a flat file and then import the results back in,"** says Richard Irwin, CEO. **"Because all of the processes lived in our SQL Server instance, the results were game-changing. We reduced processing time and it reduced errors. It really moved the needle."**

While DirectMailers was thrilled with the SQL integration, the introduction of Hub offered them a glimpse into the future. Impressed by the increased speed, performance, and pure power of the in-memory solution, DirectMailers recognized that Hub's technology was the answer to differentiation in an increasingly competitive market.

Hub delivered the data quality DirectMailers had come to expect from 360Science—intelligent matching, enhancement, and verification—and then some. The biggest benefit realized with Hub? A staggering **40X increase in processing speed**. **"The matching process reduced from 4 hours to about 6 minutes using Hub,"** says Irwin. **"These were with big numbers... like 80 million records."**

With the 98% reduction in processing time provided by Hub, the company now has more time and server availability for value-generating projects and product development.

"Everywhere I look I around I see applications that could benefit from Hub," says Irwin. **"The technology has helped us deliver additional features that before Hub were not easy, or in some cases even impossible to achieve."**

In addition to blazing processing speeds, more complete data has given DirectMailers better insight into cross-channel campaign performance, helping them provide more value to clients and secure their position as the industry leader in direct marketing solutions.

"We aim to give our client a 360 view of all their leads, including the source and performance of those leads, and it's 360Science which makes this possible for us." - Chris DeCock CTO