

DATA DRIVEN MARKETING

INTRODUCING THE PURPLE AGENCY

The Purple Agency is a leading data-driven marketing agency that offers a unique combination of intelligent insight, technological sophistication and creativity. We use data to help you win new business and retain and grow your existing customers.



Creatively using data within your marketing strategy gives customers a personalised relationship with your brand

Purple is a full-service integrated marketing agency combining creativity with intelligent data-driven strategy. This perfect partnership means we deliver compelling and enlightening communications to the right audience. From integrated campaigns to one-off tactical projects, we will transform your marketing budget into sales.

We don't create wallpaper. We're in the business of stimulating people with highly persuasive messages designed to help you sell. Our proven, strategic approach will make your marketing work smarter and more effectively, pinpointing your target audience and delivering relevant, timely messages with measurable results.



DATA DRIVES MARKETING STRATEGY AND PLANNING IN TERMS OF WHO TO TARGET, WHAT TO OFFER, AND HOW TO TALK TO YOUR AUDIENCE

WHO?

Data defines different prospect and customer segments, based on their lifestyles, patterns of behaviour, tastes, spend, their value to your business, the products they buy, frequency, loyalty and channel preferences.

WHAT?

Data identifies the products or services most likely to be of interest, the promotions most likely to appeal, and how to maximise revenues from cross-selling opportunities.



WHEN?

Data triggers communications based on events such as moving, renewal dates or purchasing behaviour. Whether up-selling, retaining or re-activating, data holds the key to timely communications.

WHERE?

Data identifies the preferred or most frequently used channels, and shows you where customers are located and where they access your services to aid campaign planning.

Making the most of your data improves the return on your marketing investment.

MARKETING DATABASES: DISPERSED AROUND YOUR ORGANISATION IS A WEALTH OF UNIQUE AND VALUABLE CUSTOMER DATA THAT IS CURRENTLY LYING DORMANT

Brought together, this unique pool of insight enables you to see the complete picture and realise its strategic value. A single customer view marketing database reveals intimate details of how each individual customer behaves and interacts with your business, as well as the dynamics of your entire customer base. From online enquiries to in-store purchases, this priceless knowledge gives you the power to make each of your communications really count.



The Purple Agency has the skills to piece all the data together and consolidate it into a cohesive, holistic view of all your customers and prospects. We then deliver this view to your desktop in a way that makes sense to marketers.

Further enhancing and validating your data provides greater depth of insight and increased accuracy of targeting through even more focused strategies and improved marketing efficiency.

Defining and blending purchasing patterns, demographics, lifestyle, behaviours, contact history and response – or any combination of data variables – gives you the ability to connect with the people who most want to buy from you in the most cost effective way.

At Purple we specialise in creating multi-source marketing databases that bring your customers alive, enabling you to maximise the value of each interaction.

DATA HYGIENE: ACCURATE DATA ENHANCES AND PROTECTS YOUR BRAND AND ENSURES YOUR COMMUNICATIONS REACH THE INTENDED RECIPIENTS.

Improving your data reduces waste, improves your return on investment and enhances your green credentials...

By updating, consolidating, validating, filtering and screening – Purple will get your data clean, correct and up to date. This ensures targeting is precise and communications are only delivered to the customers and prospects you really want to reach.

Data hygiene is more than just housekeeping. It is a communication critical task that will have a genuine impact on the results of your campaign.



Purple manages the entire data cleansing process for you. Tell us about your campaign, show us the data and we will recommend the most cost-effective way to boost your response rates.

We have the most powerful software and the brightest experts in the industry. We spread our net wide and deep to check and double check the database you are using against a broad spectrum of internal and external reference and suppression files.

Whether running a one-off campaign or undertaking regular database hygiene routines, we will keep your data in optimal condition. With a combination of expert Managed Service Provision (MSP) through our bureau and Data360 (www.data360.co.uk) online data cleaning tools, we will help you maximise the performance of your data-driven marketing communications.

No one works harder to make sure you are using the most accurate data possible for your marketing campaigns.

DATA AUDITING

MOVER UPDATES

DATA CLEANING

DATA PLANNING

DATA ACQUISITION

INSIGHT

DATA TRANSFORMATION

DATA WAREHOUSING

DE-DUPLICATION

CUSTOMER PROFILING AND ANALYTICS

DATA SOLUTIONS

MASTER DATA MANAGEMENT

CHANNEL OPTIMISATION

DATABASE DESIGN AND BUILD

CRM

DATABASE HOSTING AND MANAGEMENT

SUPPRESSION SCREENING

ADDRESS MANAGEMENT

SINGLE CUSTOMER VIEW

DISCOVERER

EMAIL AND DIGITAL

PROSPECT POOLS

DIGITAL MARKETING: THE ONLINE ERA HAS CHANGED THE WAY CONSUMERS INTERACT WITH BRANDS AND HAS OPENED UP NEW WAYS TO ENGAGE WITH THEM.

Digital communications are a core part of the direct marketer's armoury. Used appropriately, they enhance the customer experience and are perfect for highly tailored, targeted campaigns.

Used as a blanket weapon of miscommunication they alienate your audience and damage your brand.

Purple has been planning, designing and delivering innovative digital communications that have really hit the mark for over a decade. Our starting point is simple. It's a privilege, not a right, to communicate with customers

through digital channels. So respect them. Customers' expectations are high and deserve to be met. It only takes a single click for a customer to opt out. A hard won opportunity lost, maybe forever.

Maximising your data, tuning the message for each individual and making sure it is delivered, requires a range of specialist data and digital marketing skills. Our unique blend of strategy, creativity, data and delivery fits the bill perfectly. We will guide you through the intricacies of digital marketing, in all its guises, and help you

integrate solutions seamlessly with your off line marketing activity.

From email to websites, to social media and beyond, all the expertise and tools are in one place: Purple – digital marketing made simple.

DEDICATED DATA TEAM



Our team is passionate about every aspect of data. We use our wide range of tools and resources to deliver innovative data management solutions that enable our clients to maximise the value of their data assets.

We use data to make communications to businesses and consumers more timely, relevant and profitable.

As a truly data driven agency, Purple is perfectly positioned to help brands maximise the value of their customer relationships.

STEVE SHAW DIVISIONAL DIRECTOR

Steve has wide ranging experience within the marketing services world spanning more than 20 years. He has worked on and implemented multi-million pound contracts with many of the largest UK companies, from IBM to Legal & General, HBOS, Fitness First, WHSmith, Associated British Foods and Yell. On the board of Adare International Ltd Steve has executive involvement across all the disciplines of Adare. The big man is an innovative, creative thinker with a huge passion for business and a strong competitive desire. His passion extends outside of the world of marketing to his family, cooking and rugby.

ANDREW WOODGER DATA DIRECTOR

Andrew's data and marketing experience is wide ranging. He has worked in retail development with United Biscuits and Asda, and financial services with TSB Group. Most recently Andrew was at Equifax Europe developing data based solutions for the automotive and financial services markets. A natural innovator, he has designed and delivered a number of market leading initiatives for clients including First Direct and Hamptons International. From data and market planning to CRM, he displays a rare passion for the power and potential of data. This is matched only by his love of cricket and his little yellow mini!

DENISE MINIHADE CLIENT SERVICES DIRECTOR

Over the years Denise has overseen the delivery of many different data driven business solutions. Through working closely with members of the data team, and direct involvement with the client, Denise ensures all projects meet the specified requirements and are delivered on time. Away from the day to day management of the data team Denise is a big fan of the theatre enjoying everything from West End shows to the fringe.



JOHN ASH

PRINCIPAL DATABASE ANALYST

A true data guru and expert in systems design and implementation. John has specified and designed bespoke data solutions for many different types of business. Key to John's success is his ability to understand and map data from the legacy and current systems to derive elegant databases that bring the data alive. When not deep in data John enjoys playing the guitar and spending time with his family.

RICK KLINK

DATABASE ANALYST

Rick has over 25 years experience of data. Originally from California he started his career as a marine biologist, before taking to dry land to develop his career in data. He is our resident expert in Access and FastStats and has applied his skills to a range of client projects particularly in the publishing, leisure and financial services industry sectors. Rick's scientific background and analytic mind means he revels in unravelling complex data challenges. When he is not up to his ears in data he enjoys listening to jazz and exploring the planet with his family!

MANOLITO MAGGAY

SENIOR ACCOUNT MANAGER

Manolito (or just Lito to his clients!) joined us as a programmer. His cool head and calm temperament have served him well in a number of key roles that he has held in the business. Always unflappable, his extensive knowledge of data, our software, tools and resources make him a key member of many of our clients' marketing teams. When not applying his organisational skills to client projects, he is also a leading light in the UK-based expat community of his native Philippines.

SANDRA LINDSAY

ACCOUNT MANAGER

Sandra has worked across many areas of the business from fulfilment through to campaign management. Sandra works with a number of long standing clients who view her as part of their team. When not managing her busy home and work life Sandra likes to spend time sketching and painting.

ANDREW BARNES JONES

CREATIVE DIRECTOR

Andrew is approaching his twentieth year in the business. Previously creative director at Tidalwave, Maximum International and WDPA, he cut his teeth with FCB in the late eighties. Andrew is an experienced art director and graphic designer with a portfolio of work for some of the world's biggest brands. His through-the-line expertise has created successful campaigns in both B2B and B2C arenas. His passion for marrying sound strategic propositions with compelling creative executions has resulted in several industry awards. He's not bad on the guitar either.

MoneyGram 

next

IBM

Mitchells & Butlers 

silver spoon 

TWININGS

FitnessFirst

Legal & General 

BOSCH

BAUER 

AGA 

IKANO


NFU Mutual

EAT SLEEP & DRINK
WHITBREAD

THE WALL STREET JOURNAL 

 MSD

FLIGHT CENTRE
Unbeatable

first direct


WWF

COSTA

Canon

HAMPTONS 


orange

 World Cancer
Research Fund

RNIB 

CASE STUDIES

At Purple we are passionate about data:

Data defines marketing strategy

Data describes the audience

Data delivers the communication

The results speak for themselves...



Aga Rangemaster Group plc is a family of strong consumer brands that tell a powerful consumer story in the UK and overseas.

AGA RANGEMASTER

BRIEF

- Create a single customer view across nine group brands and three sales channels
- Facilitate targeted cross-sell activity to grow customer value across the business
- Deliver the means to measure and drive customer value through CRM

SOLUTION

- Group CRM marketing database designed, built and hosted by us
- FastStats Discoverer suite of online counts, selection and analytical tools deployed
- 12 dynamic feeds update and refresh the single customer view every month
- Data cleansed and updated, key metrics and campaign history managed in a secure, single group resource

RESULT

- The value of customers with multiple brand relationships is now 34.4% higher than customers with a single brand relationship
- The number of Group customers has grown by 6.56% in the last 6 months
- Aggregate Group revenues have grown by 8.39% in the last 6 months



Canon is a world leader in imaging products and solutions for the digital home and office.

CANON EUROPE

BRIEF

- Bring together different European customer marketing databases to deliver a unified single customer view of Canon's digital customers
- Derive and maintain a common customer understanding across Europe
- Deploy a secure solution accessible by European marketers

SOLUTION

- Single customer view marketing database designed, built and managed to integrate multiple international data feeds and provide a unified view of customers across Europe
- FastStats Discoverer secure web application deployed enabling 24x7 access to the database for marketing managers to design campaigns, evaluate and compare results on a pan-European basis to common standards

RESULT

- A single, common understanding of customers and campaign performance across all European markets
- The means to share learnings at a pan-European level
- Campaigns can now be designed and deployed in minutes
- Duplication of effort eliminated
- One platform, one central resource, one single view of customers



Flight Centre is one of the world's largest and most successful independent travel retailers with over 1,700 stores around the world.

FLIGHT CENTRE

BRIEF

- Enable individual sales consultants to create one-to-one direct marketing communications for individual and small, targeted groups of customers
- Support creation and delivery of direct mail and email communications
- Simple to use application
- Platform to be integrated with a central marketing database infrastructure and existing email broadcast platform
- Strict controls to be applied to data selections, offers and templates available

SOLUTION

- My Portfolio – based on proven MC2 technology; a single, secure web platform – lets consultants select and target customers, choose and edit templates, incorporate offers and create personalised micro campaigns
- Customer data selections are predefined based on a proven RFV (Recency Frequency Value) model
- Database refreshed and updated in real-time
- Bounces, returns and campaign history feed into the group marketing database

RESULT

- Real CRM – local personal knowledge combined with large scale communication tools and resources
- Controlled, devolved tactical direct marketing at an individual customer level
- The first bookings were generated on the first day of deployment
- International benchmark set for Flight Centre's one-to-one customer communications activity



Hamptons are one of the UK's leading residential estate agents with major operations around the world.

HAMPTONS INTERNATIONAL

BRIEF

- Create a national property database accessible to local branches for personalised local direct marketing activity
- Access to a centrally managed mailer artwork template library with controlled editing capability
- Highly accurate data sourcing to protect brand and manage Data Protection Act (DPA) risks
- Simple to use interface for non specialist marketers

SOLUTION

- Custom build of MC2 Local Direct Marketing System
- A simple to use, secure web based application and database with online data and artwork selection, editing and proofing tools
- 120 branch territories were created, 300 mailer templates deployed and 160 users trained

RESULT

- Tactical direct marketing campaigns can now be created and ordered in less than 2 minutes
- Local direct mail campaigns can be produced and delivered in five working days
- Reductions of over £50,000 in mailing costs achieved in year one
- Branches have direct control over tactical marketing activity, enabling them to respond quickly to local market conditions and opportunities



L P E D
P E C F D
E D F C Z P
D E F P O T E C
P E Z O L C F T D

20/50
20/100
20/40
20/80
20/30
20/60
20/20
20/40
20/10
20/20

RNIB is the UK's leading charity offering information, support and advice to more than 2 million people with sight related problems.

ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB)

BRIEF

- Improve selection and management of telephone fundraising prospects for the RNIB
- Identify and deliver a continuous supply of telephone responsive fundraising prospects
- Integrate data supply with seamless calling and fulfilment processes
- Ensure data supplied is responsive, accurate, and up to date while complying with Data Protection Act (DPA) and Privacy and Electronic Communications Regulations (PECR) requirements

SOLUTION

- Prospect pool database – designed, built and maintained to support delivery of over 750,000 new prospect contacts annually
- Quarterly re-profiling to reflect outcomes from most recent calling activity
- Data accuracy guaranteed under service level agreement (SLA) to maximise agent productivity and protect the RNIB brand

RESULT

- Telephone fundraising is now RNIB's second largest source of income
- On average, one in five prospects called commits to support RNIB
- Process efficiency improved by over 10%, ensuring more funds raised go to support people affected by sight loss



Next is a UK based retailer with more than 480 stores in the UK and Eire. Next Directory, the home shopping catalogue and e-commerce brand has more than 2 million active customers.

NEXT DIRECTORY

BRIEF

- Design processes to support multi-sourced seasonal direct marketing and customer recruitment activity
- Apply profiling and targeting techniques to refine multiple prospect sources
- Maximise ROI on customer recruitment activity

SOLUTION

- Sophisticated, bespoke data management process, designed and applied
- Geographic targeting models developed
- Suppression profiling and data validation modelling
- Managed Service Provision (MSP) and online Data360 tools deployed to reduce costs and increase speed of delivery

RESULT

- Last year, Next Directory's active customer base grew by 1.9%
- Next Directory reported sales growth of 2.1%
- Their customer acquisition activity continues to deliver enviable growth in a tough economic climate

A GLOBAL PRESENCE

Purple is the agency face of Adare International, one of Europe's leading marketing services providers. We employ over 300 talented individuals, based in 25 offices across 15 countries.

With a truly international presence, we support our clients locally wherever they are, blending our ideas and insights with understanding and knowledge of local culture and markets across the globe. With Adare, all client relationships are local.



ISO 9001
BUREAU VERITAS
Certification



ISO 14001
BUREAU VERITAS
Certification



INVESTOR IN PEOPLE



IRELAND

● DUBLIN

UK

● LEEDS

● WARWICK

● WIMBLEDON

● BASINGSTOKE

● WEST THURROCK

BRUSSELS

BELGIUM

● PARIS

FRANCE

SPAIN

● MADRID

● BARCELONA

ITALY

● ROME

GERMANY

● NUREMBERG

● STUTTGART

● MUNICH

● MILAN

THE NETHERLANDS

● AMSTERDAM

● MUNSTER

● DUSSELDORF

POLAND

● WARSAW

● GDANSK

SWEDEN

● STOCKHOLM

● GOTHENBURG

RUSSIA

● MOSCOW

● ISTANBUL

TURKEY

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Strategy + Creativity + Delivery

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