



Ask Dr. Omni, D.M.

What seems to be the problem today?

I want to personalize my marketing efforts but I find the data too complex and hard to work with.

Doctor's Orders:

Looking at the data as a whole can be very overwhelming. I recommend taking a look at a small segment of your data first before rolling it out to your entire database, to make it easier to manage. I'm going to prescribe this eBook titled "Personalization Made Easy" and this blog post we wrote for Target Marketing Magazine titled "Recipe for Success: Data and Personalization." Once you've reviewed them, give me a call and I'll give you a free database consultation.



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