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- Mike Schmitt
CEO



Clairvoyix Relies on Melissa Data Verification Tools to Deliver Accurate and Standardized Data to its Clients

Company

Clairvoyix

Industry

Database Marketing

Challenge

Clairvoyix – a Las Vegas-based consumer data management and direct marketing firm – performs data hygiene and data enhancement services as part of its Knowledge Factory solution. The company utilized several address cleansing solutions in the past, but none were ultimately cost-effective. Mike Schmitt, Clairvoyix CEO said, “they were all transaction-based models that essentially penalized us for being successful.”

Clairvoyix turned to Melissa Data for an affordable address verification solution that ultimately proved to be as powerful and as accurate as any of the solutions previously deployed.

Solution

Melissa Data’s Data Quality Suite, a toolkit of customizable APIs that verifies, corrects and standardizes consumer data including street address, phone, name and email address.

Email Append, a data enhancement service that adds email addresses to a customer database.

Benefits of the Data Quality Suite

- » Reduce waste on fraudulent entries
- » Catch data-input errors at point-of-entry or in batch
- » Fully automate data cleansing process
- » Identify gender makeup for improved targeted marketing

About Clairvoyix

Clairvoyix is a full-service direct marketing company with a core-competence in database marketing and marketing automation solutions. Delivered as a Software as a Service, our branded database, the Clairvoyix Knowledge Factory, is the foundation for fully integrated, cross-media targeted marketing. The company directly supports direct mail, e-mail, web, and mobile campaigns.

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Benefits of Email Append

- » Enhance the usefulness of an existing database with deliverable email addresses
- » Improve conversion rates using cross-media, multi-channel marketing
- » Increase ROI from marketing campaigns while reducing marketing costs

Results

After scouring the industry for a data quality solutions provider, Clairvoyix zeroed in on Melissa Data. “The company has the highest value-to-price ratio in the industry,” Schmitt said. “It was the determining factor in selecting Melissa Data. With their customer data hygiene tools and data enhancement services – it allowed us to compete with the largest players in the industry. More importantly it allows Clairvoyix customers of any size to take advantage of world-class marketing automation technology.”

Clairvoyix uses Melissa Data’s Data Quality Suite, a collection of four components: Address Object; Phone Object; Email Object; and Name Object to verify, correct and standardize their clients’ customer data.

Clairvoyix integrates the Data Quality Suite into the marketing automation solution it provides to its clients. One of Clairvoyix’s clients is La Quinta Inns & Suites, one of the largest operators of limited-service hotels in the U.S. Clairvoyix manages the complete history of guest records while capturing a file of guest checkout records from La Quinta nightly.

Clairvoyix verifies, validates and standardizes the checkout data at night, in a “lights out” fully automated environment that is part of their Software as a Service (SaaS) marketing automation solution. “We see anywhere from 10,000 to more than 50,000 records a night from a single client,” said Schmitt. “The beauty of this program is that it’s basically cleaning and refreshing your database while you sleep. Everything’s ready to go in the morning.”

“We rely on Melissa Data to ensure that our clients’ mission-critical marketing data is processed accurately and efficiently,” said Schmitt. “Our automated process for consumer data hygiene and consumer data appends run all night, with data arriving from all over the country. This process that we have branded, the Clairvoyix Knowledge Factory, is fundamental to the success of our business, and the stability and performance of Melissa Data allows us to sleep very well at night knowing that in the morning our client’s marketing databases will be updated with the most accurate consumer data in the business.”

Email is increasingly the preferred method for companies to communicate with their customers. That’s why Clairvoyix integrated Email Object, part of the Data Quality Suite, into its marketing automation solution.

“Email address validation from Melissa Data has helped to improve the efficiency and accuracy of our data hygiene,” Shane Evers, senior development engineer at Clairvoyix said. “Domain names that have changed are automatically updated, syntax is verified and fixed. Also by utilizing the MX Record feature, we know that the mail server is valid and accepting mail. By verifying and fixing the syntax of addresses and domains, we are able to increase the quantity of email addresses that we import. Because all of this functionality is contained in Melissa Data’s email validation object, our code has been simplified and therefore we have reaped the benefit of lower maintenance costs.”



Clairvoyix also helps power up the usefulness of its clients' databases by adding email addresses to incomplete customer records using Melissa Data's Email Append service.

Clairvoyix used the Email Append service to add deliverable email addresses to La Quinta's customer mailing database – a critical component to extending its marketing reach to customers. In June, Clairvoyix added nearly a million email records to existing La Quinta mailing addresses.

La Quinta Inns and Suites recently reported record growth during their third quarter. A key driver in that growth is brand marketing initiatives that are database dependent. Schmitt believes that his company's use of Melissa Data's data verification technology and enhancements services helps Clairvoyix deliver a superior database marketing product to clients such as La Quinta, and the results speak for themselves.

Schmitt noted that in its first year using Melissa Data, his company saved more than \$100,000 in consumer data hygiene costs.

CASE STUDY



About Melissa Data

Melissa Data is a leading provider of data quality and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI, and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

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