

Data Quality Contributing to Improve Revenue and Relationship in the Media Industry

ABSTRACT-----

Abril Group is one of Latin America's largest communications conglomerates, publishing 300 titles with 164 million copies a year, including Veja, Brazil's largest magazine and the world's best-selling weekly newsmagazine outside USA.

Database is a strategic issue for the company: revenue comes from readers and advertisers. On the readers' front, the application of business intelligence supports the subscriptions operation. On the advertisers' front, individual data launched the basis to a one-to-one media solution. Moreover, individual knowledge of the target audience contributes to the generation of content designed to specific readers' profiles.

Customer database accuracy is, therefore, at the heart of the company's strategy. Data quality and analytical resources, applied together, are the keys to success.

In the last 20 years, Abril has built a straight path to transform data into knowledge, based on information quality. For this purpose, Abril is supported by Assesso, a leading data quality consultancy company in Brazil.

BIOGRAPHY-----

Murillo Boccia

Director, Database and Relationship Marketing
Grupo Abril

Murillo Feitosa Boccia holds a degree in Economics and a Master degree in Database and Relationship Marketing, both from University of São Paulo, Brazil. He has been working with CRM and Database Marketing in the last 12 years. His current position is Director of Database and Relationship Marketing of Grupo Abril, managing a US\$ 150 million channel within the magazine subscription operation.



Flávio de Almeida Pires

President, Assesso

Flávio de Almeida Pires holds a degree in Computer Science from University of São Paulo, Brazil, and a MBA in Change Management from Fundação Getúlio Vargas, Brazil. His experience in the Brazilian IT consultancy market lasts over 30 years. He joined Assesso in 1986 and is now the company's President and CEO, where conducts the development of data quality and database marketing tools and methodology.



Mario Cervi

Director, CRM and Data Quality Projects
Assesso



Mario Fernando Cervi holds a degree in Computer Science from University of São Paulo, Brazil. He has been working in the Brazilian IT consultancy market for over 30 years. He joined Assesso in 1996 and since then leads all CRM and Data Quality projects developed by the company.

Assesso is a leading Brazilian company in the area of consultancy and tools for Data Quality and Database Marketing. Assesso have been providing such services in the last 20 years for more than 50 medium and large companies, conducting over 70 projects related to operations, database marketing and data warehouse.



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Murillo Boccia, Director, Database and Relationship Marketing, Grupo Abril
Flávio de Almeida Pires, President, Assesso
Mario Cervi, Director, CRM and Data Quality Projects, Assesso



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Agenda



- About Grupo Abril
- The Data Driven Approach Strategy
- Abril's Customer Database
- Data Quality Processes
- A Look into the Future



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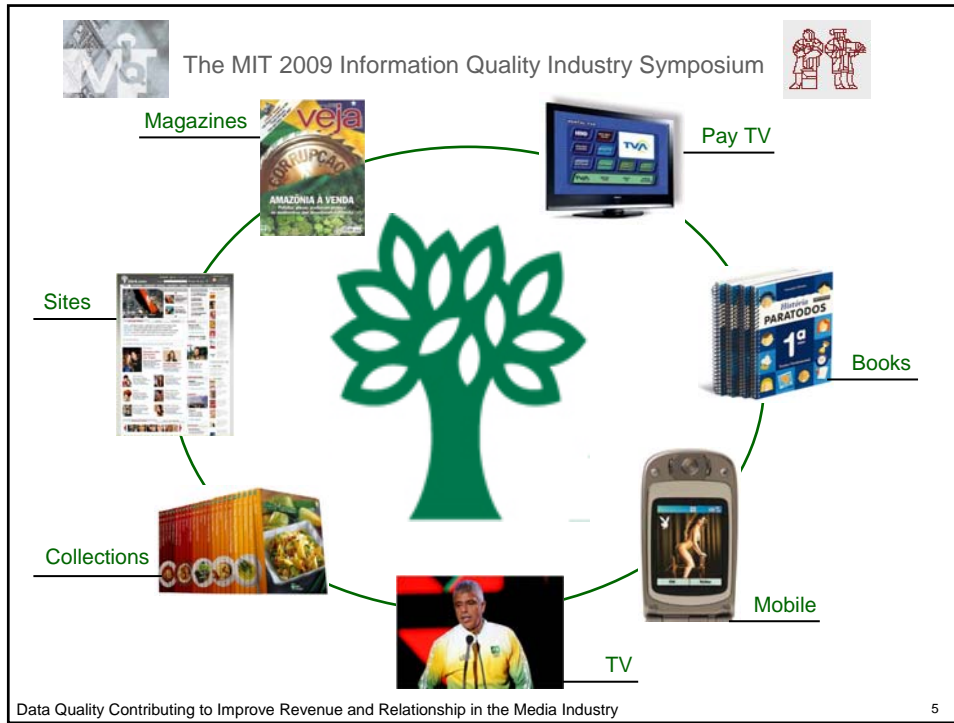
One of the largest and most influential communication groups in Latin America

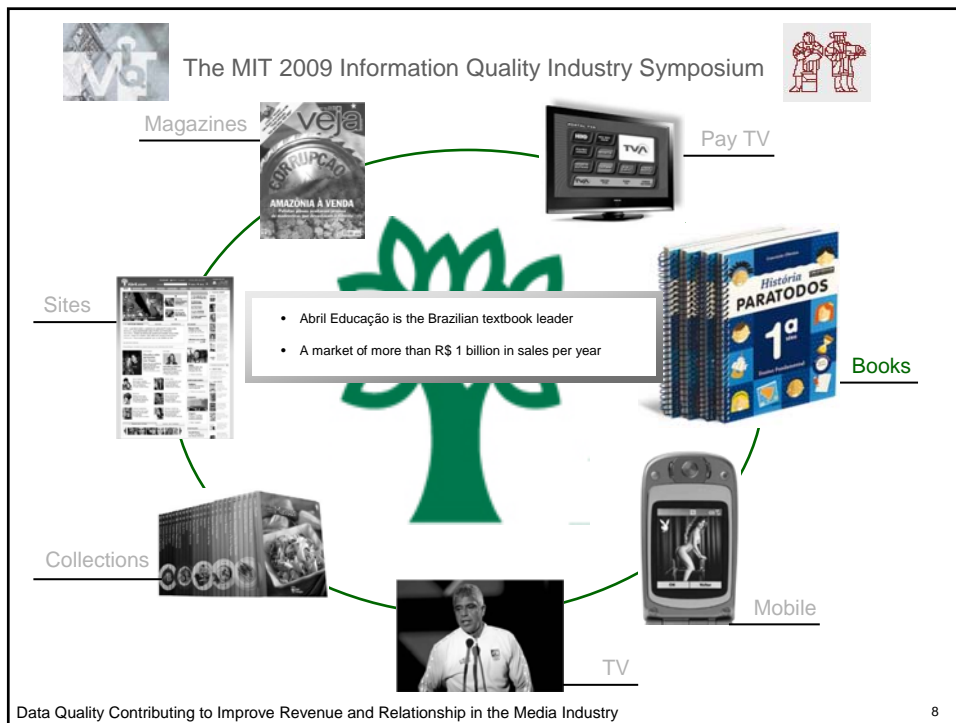
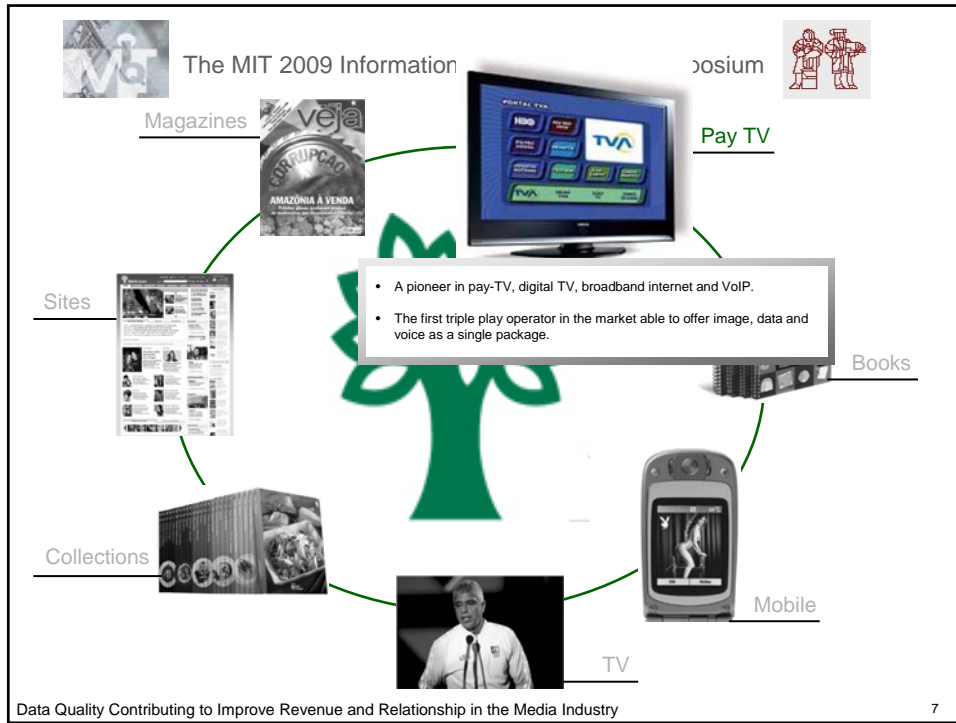
Founded in 1950



9,300 employees

US\$ 1.4 billion net revenues in 2007





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Magazines

Sites

Collections

Pay TV

Books

Mobile

TV

- Quality content when and where people want it, the way they want it
- Wireless revenues more than tripled in 2005

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Magazines

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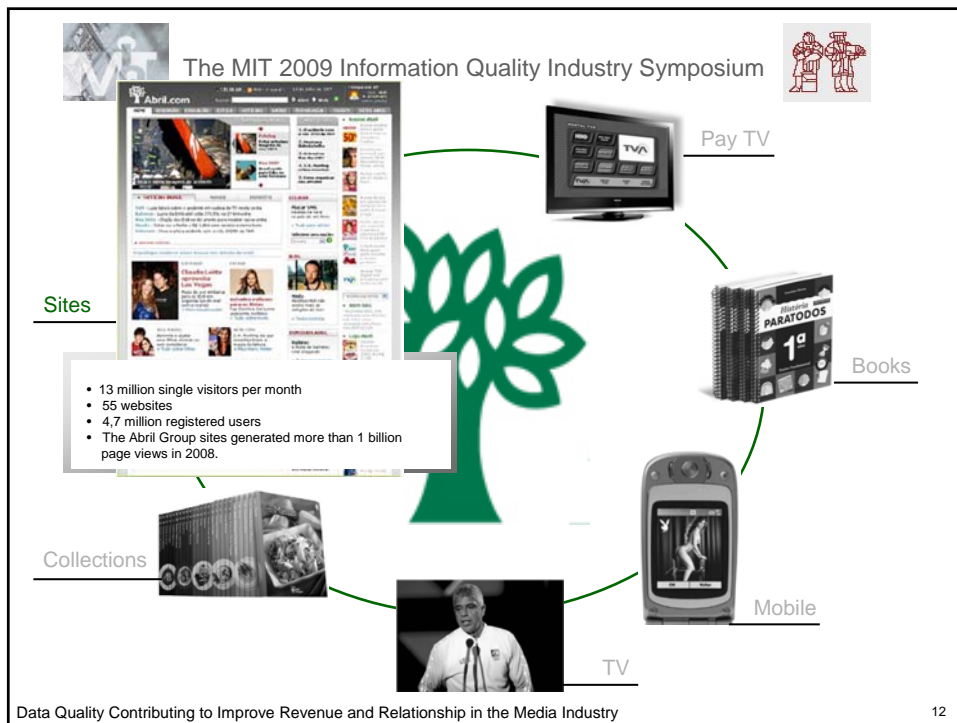
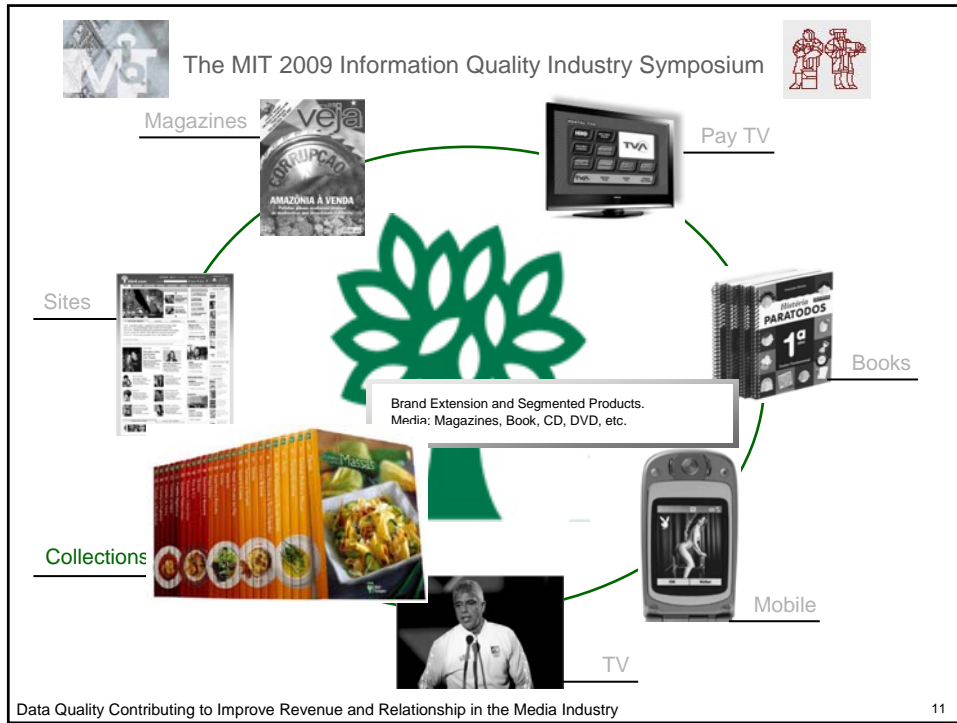
TV

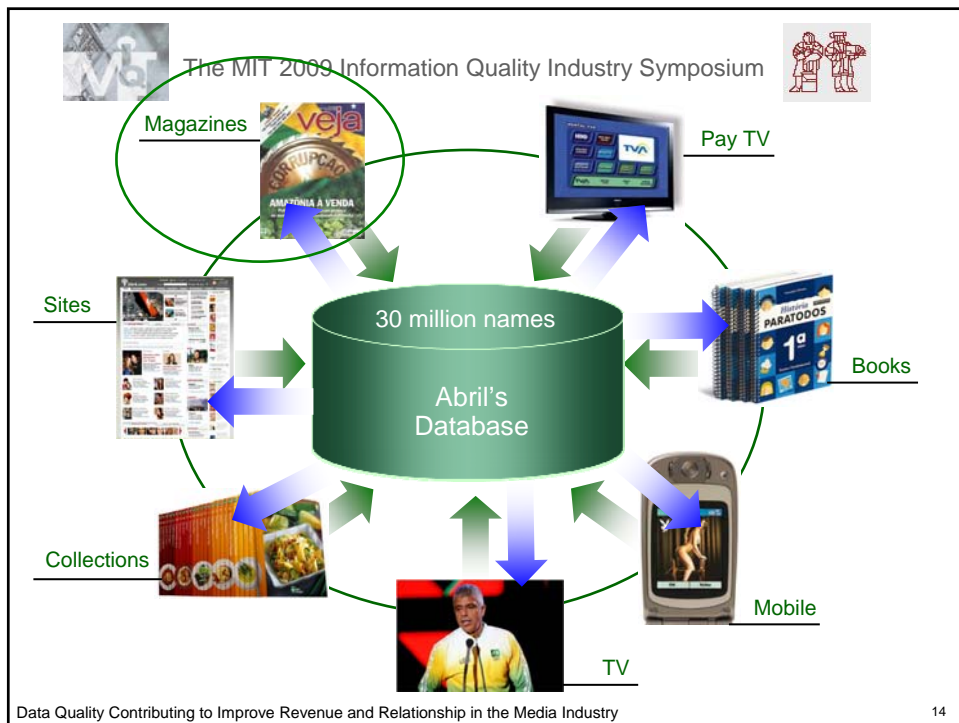
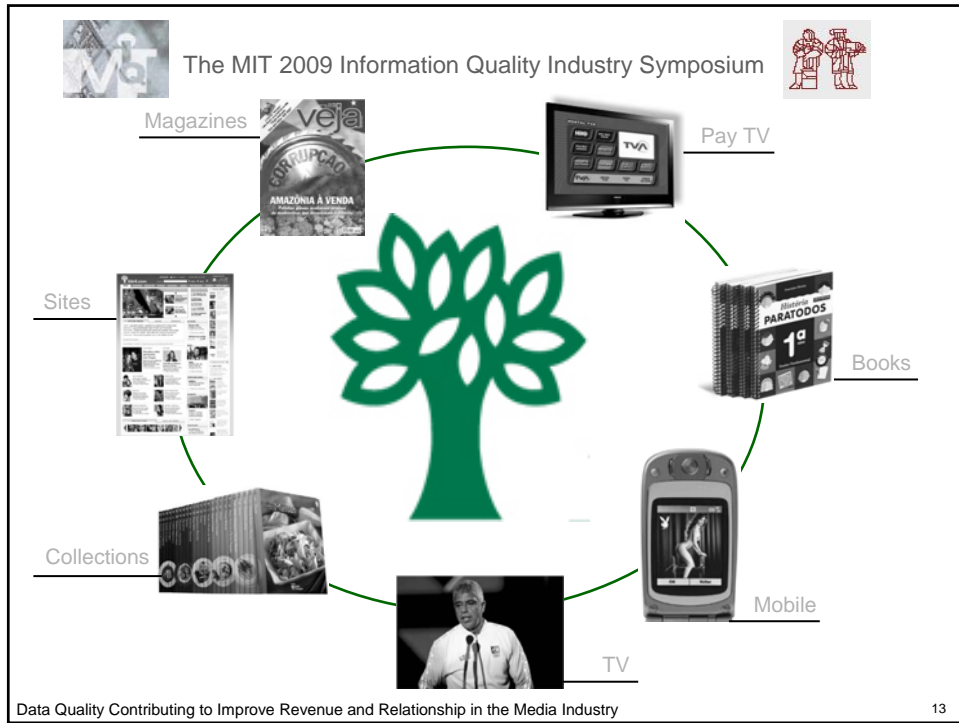
MTV Brasil, is a segmented TV channel whose programming essence is music. Found in 18 million homes spread over 300 Brazilian cities, it talks to some 7 million youths every month.


MTV F3 Ideal

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It's an evolving process rather than a one-step action

In the beginning

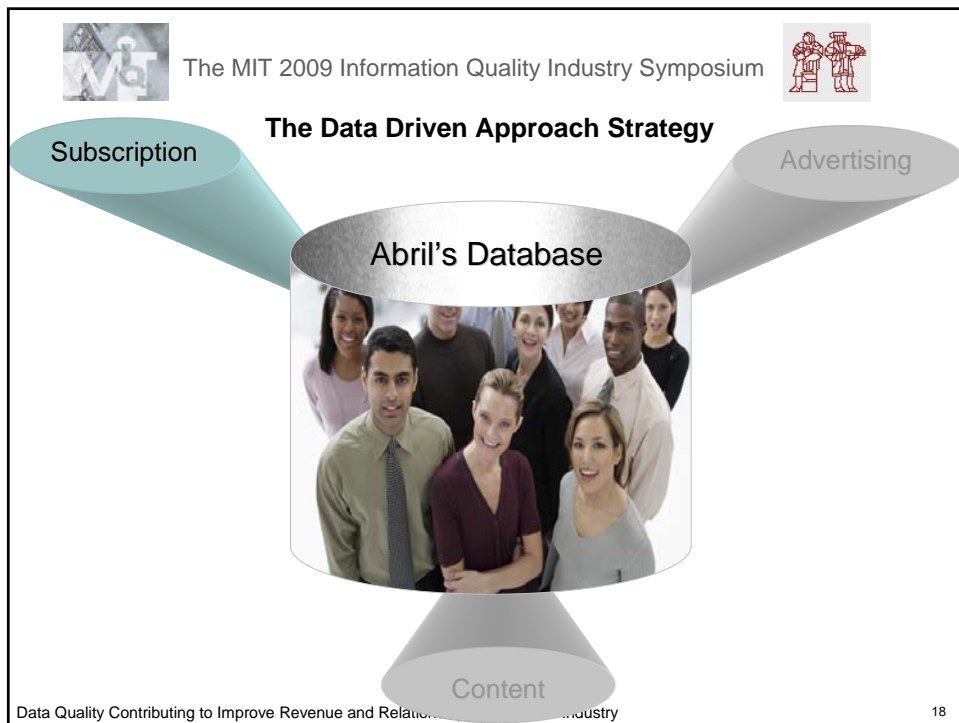
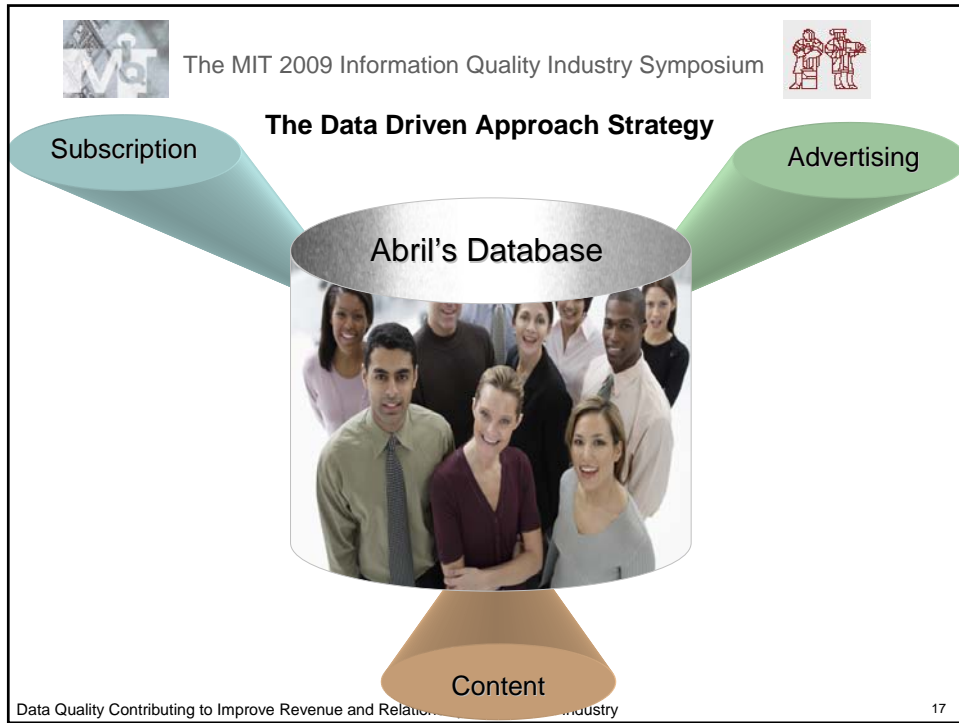
Information

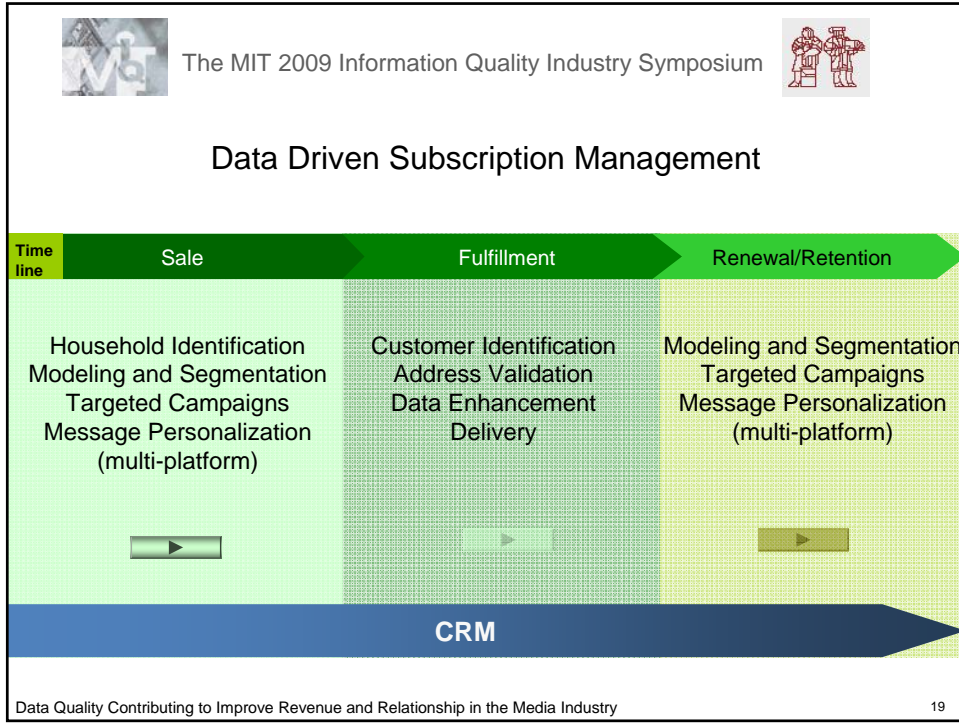
Today

Information > Knowledge > Business/Media > Personalized Products > Personalized Campaigns

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Seniors

CONFRARIA ABRIL
para assinantes especiais

Muito-Orientado
Popular
Atualizado
Edição ANUAL
...CORREÇÃO...

Quem sabe mais pode mais na Abril.
Paulo, você pode.

Como membro da Confraria Abril, você ganhou um desconto de 50% em todas as novas assinaturas que fizer até 30 de novembro. Válido para qualquer revista da Abril.

Paulo,
Vivência, experiência, conhecimento, traço, cintura... Tudo isso tem uma tradução para um bom cidadão: saber mais. Saber entender, saber o valor das coisas, saber escolher o que é melhor. Qualidade total por centavo investido - e não deixamos por menos.

Antes de continuar, deixe que me apresente: meu nome é Fernando Costa, sou Diretor de Assinaturas da Editora Abril e cinquentão há mais de 2 anos.

Depois de meio século, como se costuma dizer, nada será como antes. Se antes tínhamos a vida inteira pela frente, agora temos mais: o desfrute da vida. Antes, "eu era feliz e não sabia". Agora a gente sabe.

Sei também que você faz parte desse time e que já assina pelo menos uma das revistas da Abril, o que muito nos honra. Seremos escolhidos por alguém como você é uma alegria que merece um reconhecimento memorável.

60 years

Marriage **Seniors**

New mover **Building a house**

20



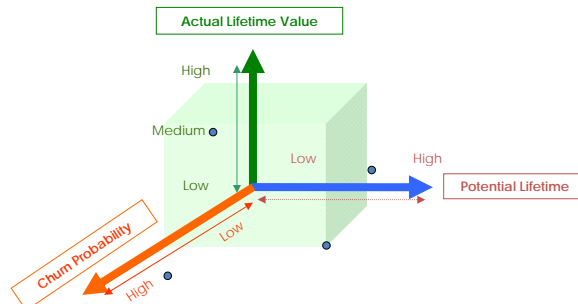
Great variation of the stored addresses requires sophisticated data treatment.

Avenida Presidente Juscelino Kubitschek
Av. Pres. Juscelino Kubischek
Av. Juscelino Kubishek
Av. Juscelino Kubschek
Av. J K
Av. Juscelino Kubischek de Oliveira



Customer Data supporting the Retention Strategy

The Segmentation Model



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The Data Driven Approach Strategy

Subscription Advertising

Abril's Database

Content

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Veja's Anniversary Edition – 40 years

9 thousand VIP

100 thousand advertiser's employees

906 thousand subscribers

More than 1 million personalized issues

Carlos Henrique DA Soares.
Esta edição foi feita especialmente para prestigiar você, o cliente mais Personalista.

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Based on sophisticated Merge and Purge Process with Abril and Itaú's Database

The result was a 1 to 1 communication addressed to more than 1 million people, segmented in 17 different message types.

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An example of a non customer message:

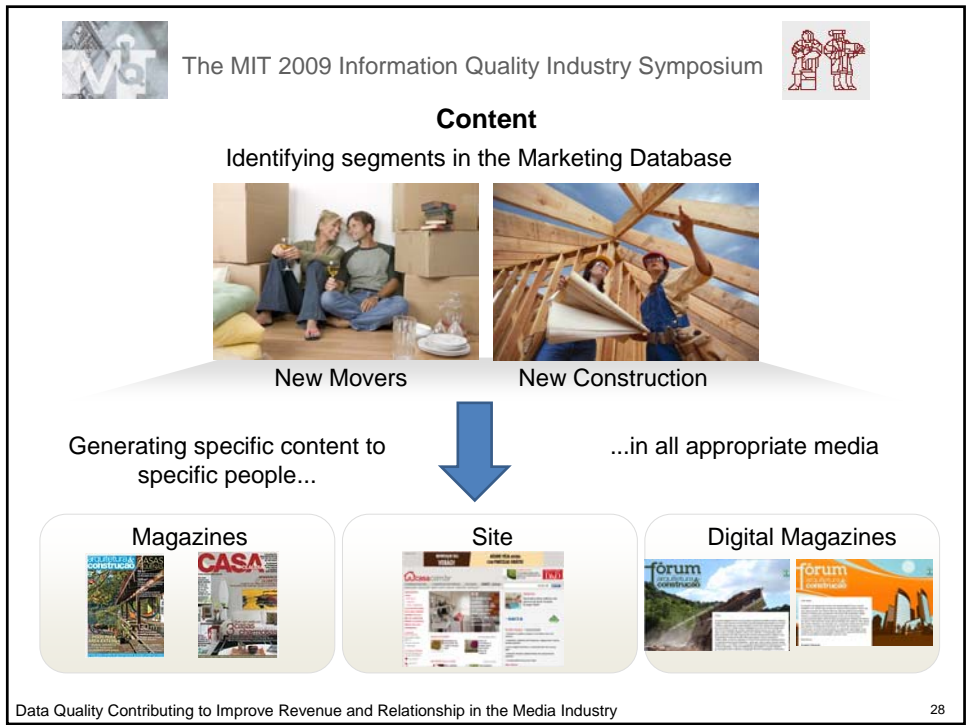
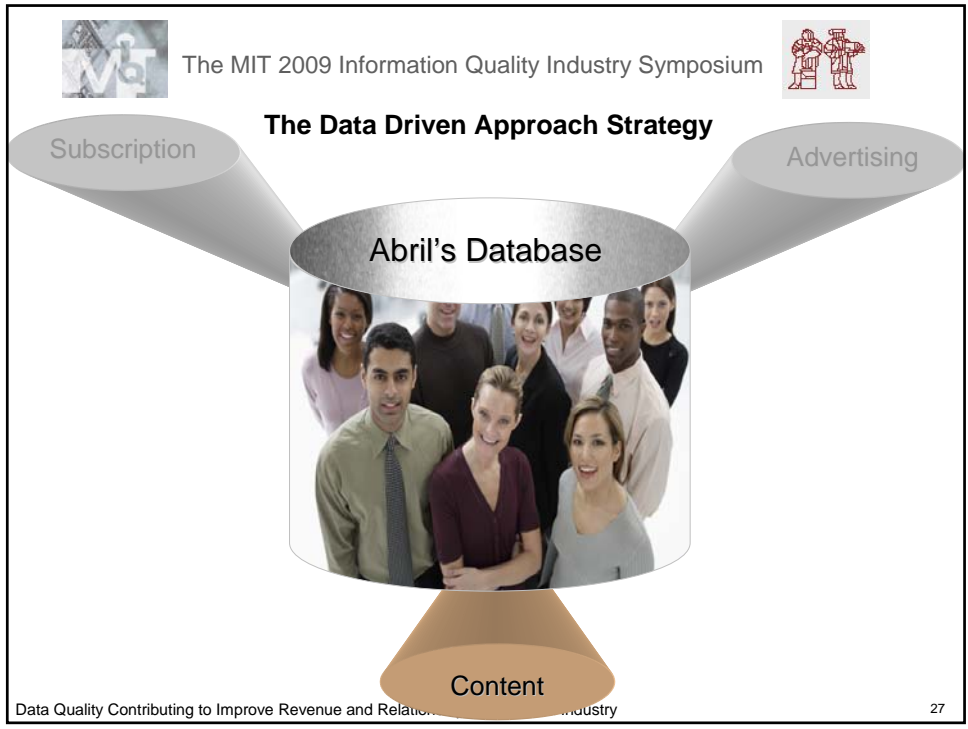
Given Name

The closest branch

Non customer

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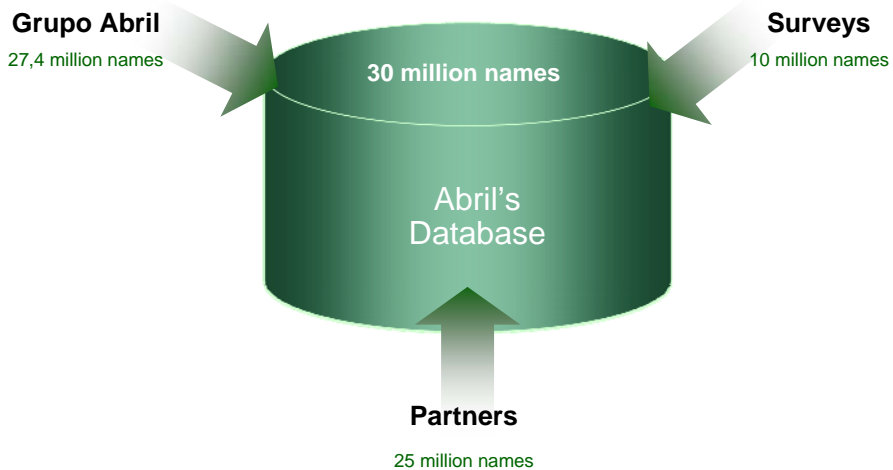


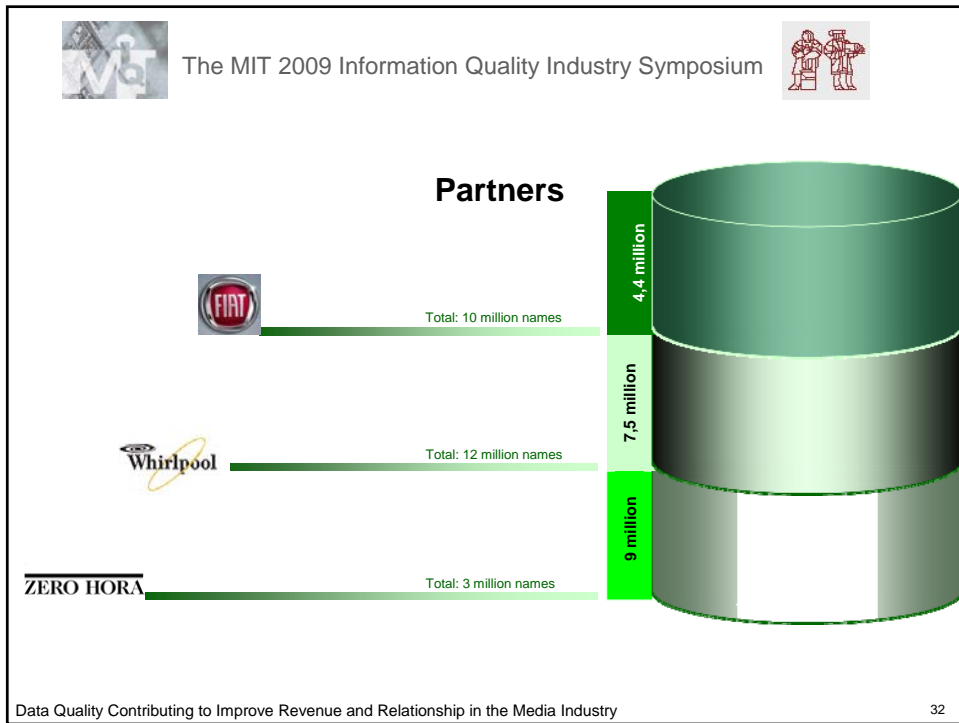
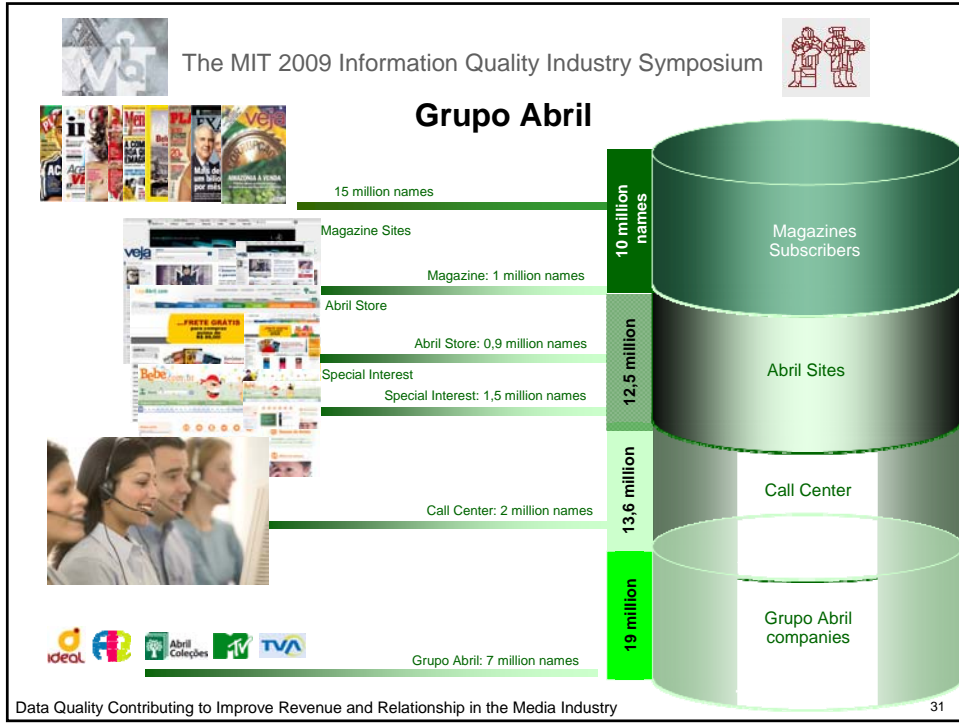


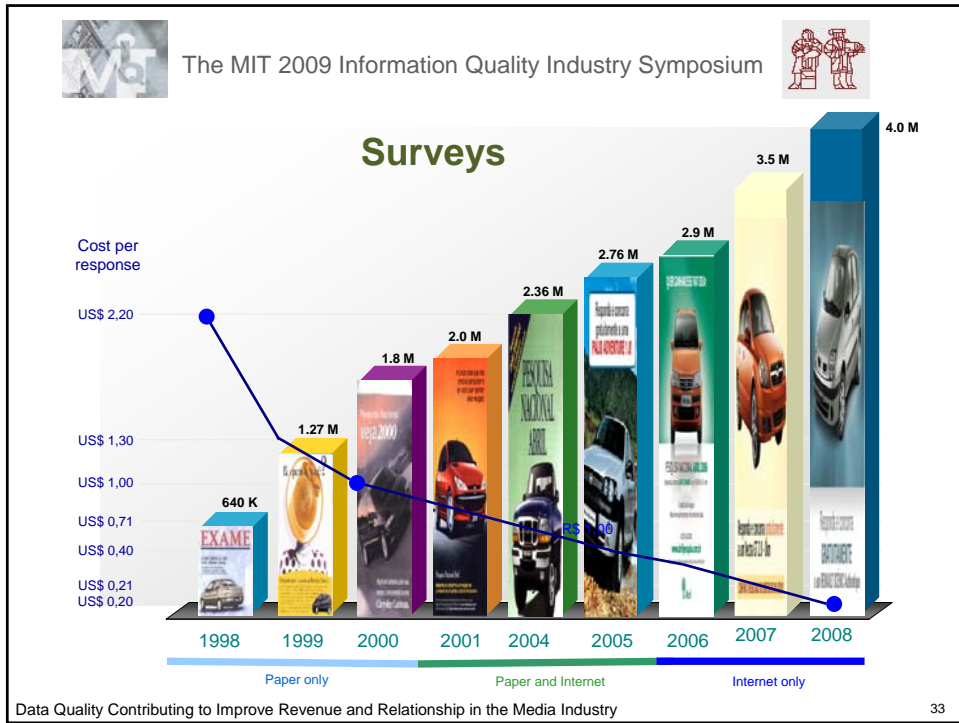
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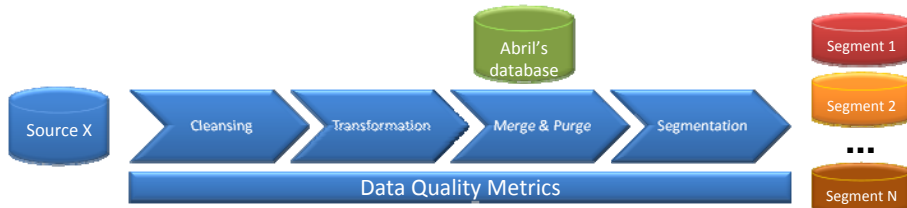


Data Quality Processes

➤ Database update process



➤ Special merge & purge for advertisers' projects



Data Quality Metrics

➤ Objective

- Based on exact rule definition
 - Just “Yes” or “No”
 - Domain validation
 - Check digit validation
 - Business rules

➤ Subjective

- Non-deterministic
 - “Yes”, “No”, “Suspect”



Subjective Metrics - Examples

- Name
- Access data
 - Address
 - Telephone number
 - E-mail address
- Surveys
- Merge & Purge for Advertisers



Subjective Metrics – Examples

- Name: Content investigation
 - Bad and suspect words (e.g.: Teste)
 - Miswriting (e.g.: Lillly, Harrry)
 - Other suspect content:
 - just one word (John)
 - just two words and identical (Mary Mary)
 - no vowels (Brnrd Smth)
 - numbers (3dward, J0hn)
 - invalid characters (! @ # \$ %)
 - . . .





Subjective Metrics – Examples

- Address – vital for magazine & mail delivery
 - Data validation and standardization:
 - Post Office files
 - Strong back-office operation
 - “Miracles’ room”
 - “Stranger in the nest”



Stranger in the nest

Robinson's home
Address A



Mr. Robinson –
active client



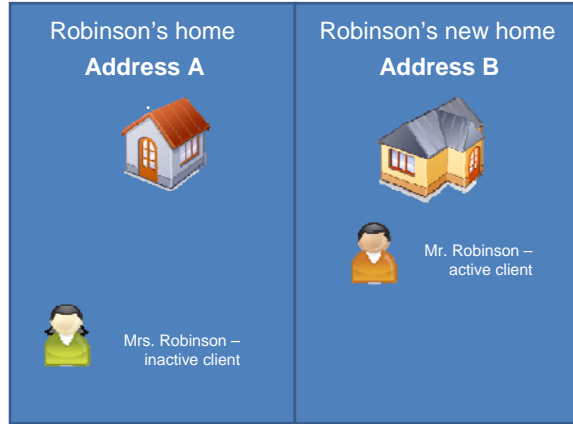
Mrs. Robinson –
inactive client



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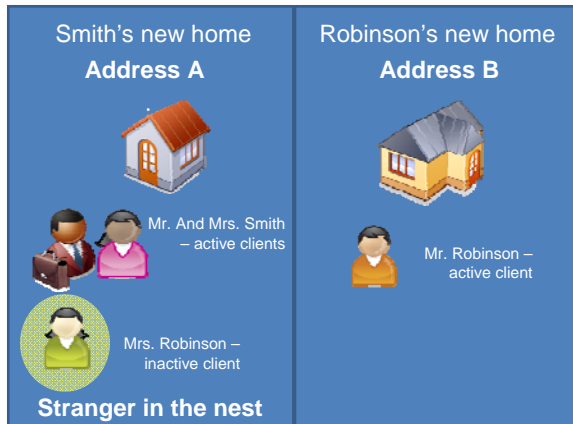
Stranger in the nest



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Stranger in the nest



Annual savings only with Veja's reactivation campaign: US\$ 1 million



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Subjective Metrics – Examples

- Telephone number
 - Data validation and standardization:
 - Telephone companies' files
 - Area code and prefix updating
 - Big change in Brazil in the last 10 years
 - Distance from telephone and address cities
 - Same city, under 100 km, over 100 km
 - “Best phones”
 - Scoring based on data source, recency and contact history



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Subjective Metrics – Examples

- E-mail address
 - Syntax validation
 - Frequent misspelling correction
 - Ex.: hotmail.com.br → hotmail.com
 - Contact result scoring based on history:
 - Response from the customer
 - E-mail open, opt-out request, clicks, etc
 - Response from servers
 - Non-existent user, invalid domain, etc
 - No response

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Subjective Metrics – Examples

➤ Surveys – cross response analysis

14. Dos itens listados abaixo, indique a quantidade que há em sua casa: (assinale a quantidade nos campos, quando não possuir marque 0 - zero)

Item	Qtde
TV em cores	...
... Câmera Digital	...
Rádio	...
... Geladeira simples	...
... Geladeira duplo (com freezer)	...

15. Informe sua renda mensal familiar e individual. (Incluir salários, bônus, comissões, aluguéis, etc.)

Valor	Individual	Familiar
Até R\$ 760,00	<input type="checkbox"/>	<input type="checkbox"/>
De R\$ 761,00 a R\$ 1.520,00	<input type="checkbox"/>	<input type="checkbox"/>
De R\$ 1.521,00 a R\$ 3.800,00	<input type="checkbox"/>	<input type="checkbox"/>
De R\$ 3.801,00 a R\$ 5.700,00	<input type="checkbox"/>	<input type="checkbox"/>

17. Quantos automóveis há na sua casa? (desconsiderar carros da empresa)

Um Dois Três Quatro Cinco Seis Sete Oito Nove Dez Mais

18. Preencha os dados do(s) automóvel(is) que você tem em sua residência, desconsiderar os da empresa:

Carro 1	Marca	Tipo	Ano	Foi Comprado:	Mês Vencto Seguro
1	Volvo	Compacto (Ex: Corsa 1.8, Palio 1.4, Gol 1.6)	1995	<input type="checkbox"/> Novo <input type="checkbox"/> Usado	4

Goods at home

Personal and Family Income

Cars at home

Consistent or Suspect ?

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Subjective Metrics – Examples

➤ Special merge & purge for advertisers' projects

Advertiser database

Abril's database

Cleansing

Transformation

Merge & Purge

Segmentation

Segment 1

Segment 2

...

Segment N

Data Quality Metrics

Common

Suspect

Exclusive

Segment criteria variables:

- Customer/non-customer/suspect
- Product profile
- Relationship history

Attributes used in the ads' personalization:

- Gender
- Address
- Best point-of-contact
- Products

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What is next in the data front?

DATA PARTNERSHIPS

- The customer knowledge requires more qualified data.
- Immaturity of the Data Market in Brazil.
- Launching a Coop Database Operation is Key to continue growing.
- Cooperation will bring updated data and enhance each others database.



THE 360° APPROACH

- Integrating all business process to the Database in all activities such as Circulation, Editorial and Advertising.
- Spread the culture of Data Quality within the organization and with partner, suppliers and clients.





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Thank You!

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