PIONEER LISTS

ACCELERATE AND MODERNIZE YOUR BUSINESS KNOWLEDGE WITH DATA MANAGEMENT

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Accelerate and Modernize Your Business Knowledge with Data Management

1. Abstract

Today, no matter what business you have , owning a potent one with great marketing strategies will not only enable you to reach your prospects who are interested in your product and services but also help you to simplify your business complexities by streamlining your data management process. Data management is the consolidation of data in an effortless way with proper manipulation, retrieving power and maintenance. It is concerned with the development and execution of plans, policies, practices and procedures that can bring even more accurate, timely, and comprehensive information in an effective manner and improves customer satisfaction.

Data management is one standard solution for managing and maintaining data from requirements to retirement. It helps to boost performance, drive revenues, empower collaboration, assure the privacy and integrity of trusted information in your data center, and improve governance across applications, databases and platforms.

2. Purpose

Data Management is a comprehensive method that enables you to link all your critical data to one file, called a master file that provides a common point of reference. Moreover, it helps in determining several pain points of various industries, and enhances your daily workflows and ultimately upgrades your data management process.

There are various approaches to data management. Our goal is to maintain the best-of-breed data and advanced software tool that gives accurate, appropriate, and comprehensive information. To meet this goal, we have an experienced team of professionals who can ensure usability, preservation and access and offer clients a wide range of services, including:

- Data Appending
- B2B Data Appending
- B2C Data Appending
- Email Appending
- Telephone & Fax Appending
- Reverse data Appending
- Alternate & Title Appending
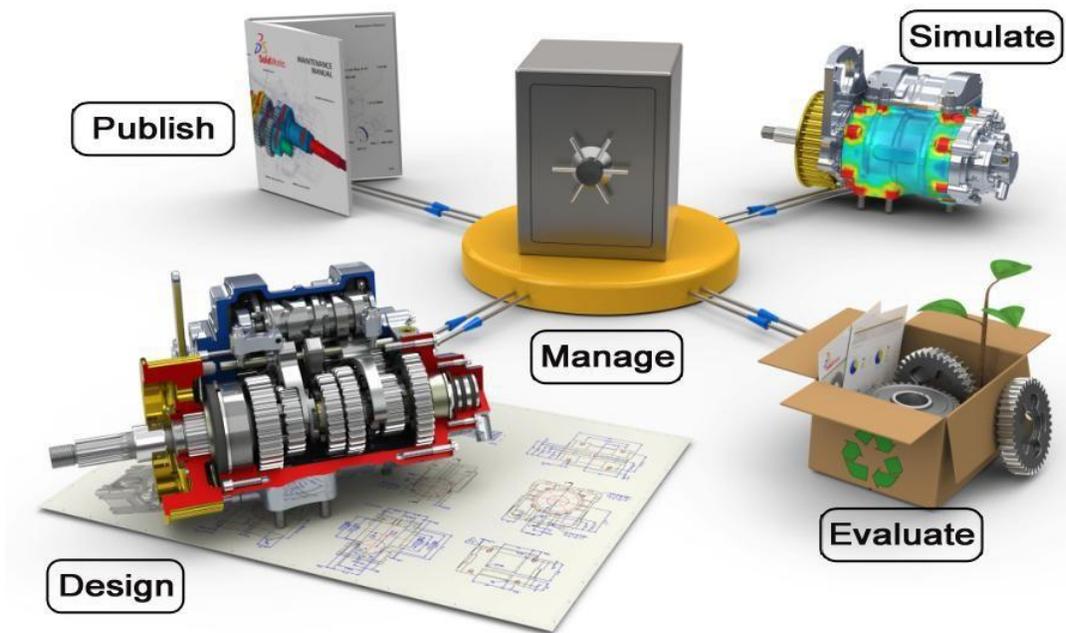
3. Data Management in business and its significance

Today business intelligence is becoming more user-driven, the importance of data management has never been this better with business decision makers having direct access to the database. In addition, the sheer volume of data that has to be controlled by organizations has also increased remarkably. Thus data management helps you to reduce the cost and complexity of managing data, improves business agility, and influences your company's core asset - your data. It involves innovative and well-thought-out procedures and adherence to best practices and manages the flow of an information system's data throughout its life cycle: from creation and initial storage to the time when it becomes obsolete and is deleted.

A wide range of people within the organization require broader insights into their data. Unfortunately, the lack of security, data quality and ability to meet compliance requirements are just some of the reasons why independent data management does not work. Effective management of business data has come to limelight as businesses are subjected to an increasing number of compliance regulations. Data quality and security ensures information excellence with an ability to consolidate information to get a broader view on the opportunities and challenges.

Business decision makers require an understanding of how business rules affect data flow and identify the areas of data management that are essential to probably manage data in an ideal way.
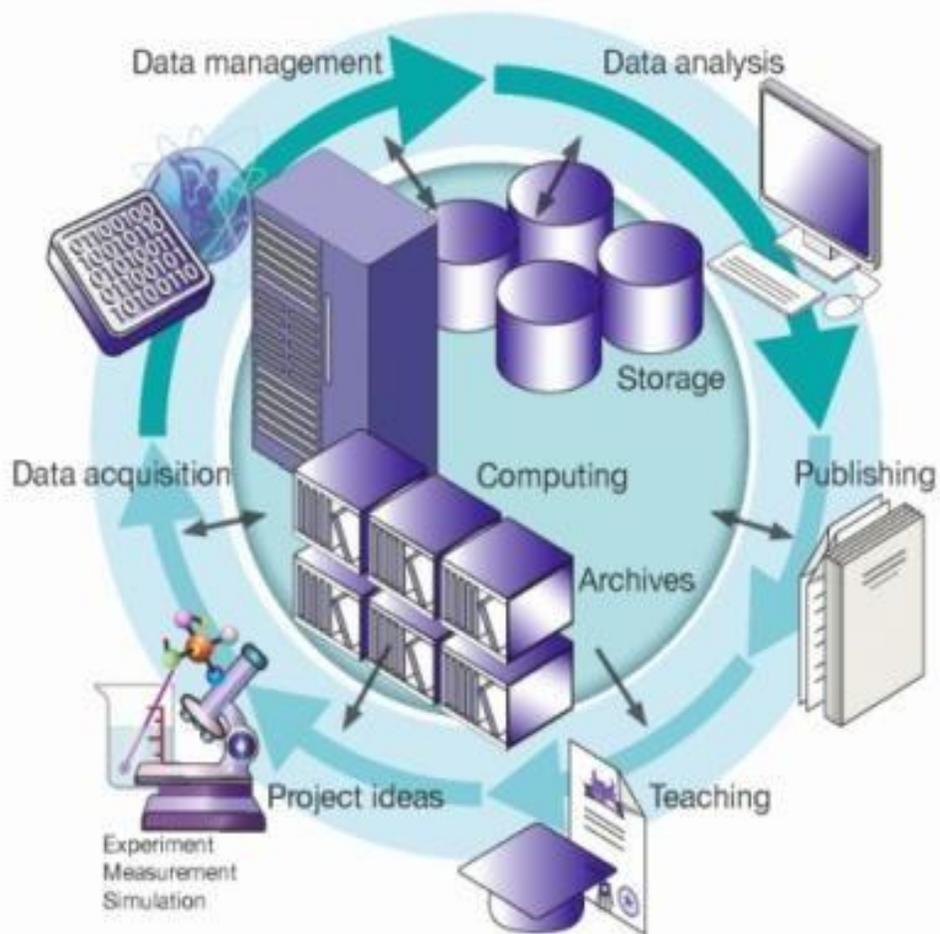
4. Role of Data Management in an Organization

As organizations are becoming more mature with their analytics applications, the ability to manage data across the business to provide a consistent and accurate view of what's happening becomes essential to continued success.

The bottom line for organizations is to maintain valid, accurate, reliable information access, and data management challenges need to be addressed. Although valid data may have been extracted from reliable data sources, once it is in the hands of an individual, its reliability and accuracy cannot be guaranteed. Without access to the information needed to make better business decisions, companies cannot compete in the global market landscape. With information requirements expanding, organizations cannot simply piece together their data sources randomly – they require a strong data management organization to ensure that data is transformed into valuable and actionable information. And fortunately, the vendor landscape has expanded to provide data management platforms that address these challenges. After all, data management involves more than databases, consolidated information, and master records.
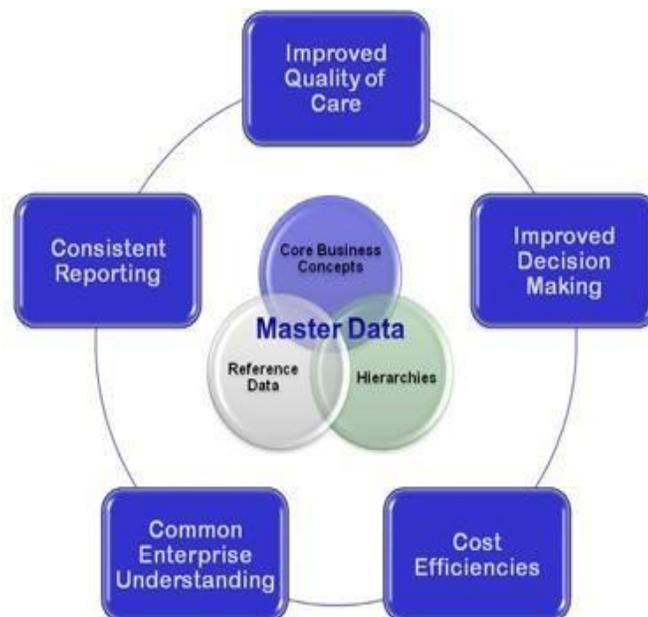
5. Types of data management services that will magnify your business

Once you have a plan in place to manage your data on a regular basis, you are then ready to use the data for practical business purposes.

5.1. DATA APPENDING:

Our data appending services append the missing information fast and accurately and enhance the database with valid records like email addresses, telephone and fax numbers, titles and maintaining the target lists error-free. After an extensive opt-in and opt-out process, the updated list will only have opt-in contact details eliminating the opt-out ones.

5.2. B2B DATA APPENDING:

Our B2B data appending services append business email addresses and enhance your B2B database by providing and updating the missing information pertaining to emails, contact numbers and fax numbers. Thus it is one stop solution for all your marketing needs.

5.3. B2C DATA APPENDING:

Our B2C data appending services help you to target the general consumers to promote your products and services with the most valid information. We help you to detect missing and obsolete data in your list, update it with the latest, authentic data that not only increases the revenues but also helps in building trust and healthy relationship with customers.

5.4.   EMAIL APPENDING:

Our Email appending services help you to acquire valid, accurate and updated email addresses of a prospective customer by updating the missing and inaccurate information with the most accurate and delivering the complete contact profile with a quick turnaround time.

5.5.   TELEPHONE AND FAX APPENDING:

Telephone and Fax number appending are the quickest, cheapest and effective mediums for launching marketing campaigns and reaching prospective customers by detecting the missing and outdated telephone and fax numbers and updating it with the new and accurate data. Additionally, we help you to launch new telemarketing and fax marketing campaigns that in turn increases the conversion rates and ROI.

5.6.   REVERSE DATA APPENDING:

Often it is noticed that your database contains only the email address of a prospective customer and lacks other vital information like name, postal address, phone number and other information. Our reverse data appending services help you identify the missing details like name and other details of the prospects and updates it with the latest and accurate data.

5.7. ALTERNATE CONTACT APPENDING:

Our alternate contact appending service helps you to collect alternate contact information of the prospects from the same industry, job title or department and retrieve other contact information of the prospects through effective optimization of resources.


5.8. TITLE APPENDING:

Sometimes it has been observed that job titles or occupation details of your customer profile are unavailable in the database. Our title appending services help you identify the missing job titles by appending the available standard data with our comprehensive database and updating it with the correct titles.

6. Top 10 salient features that will make your business a money spinning venture

- Have a quick research and capture your niche market.
- Have a complete list of your prospects or customers.
- Target the right prospects and turn them into potential customers.
- Optimize your resources to make your campaign program productive and profitable.
- Get high quality leads from the targeted prospects.
- Decrease the rate of undelivered, spam emails and postal mails.
- Decrease the rate of bounce emails.
- Remove irrelevant, invalid information and records from the database.
- Generate maximum amount of revenues out of your email lists.
- Always have a track of the inaccurate data and replace it with clean accurate data.

Data Appending Services

- B2B Data Appending
- B2C Data Appending
- List Building
- Phone & Fax Appending
- Data Validation
- Email Appending
- Data Management
- ECOA Appending
- NCOA Appending
- Data Acquisition

Accurate Data

Complete Data
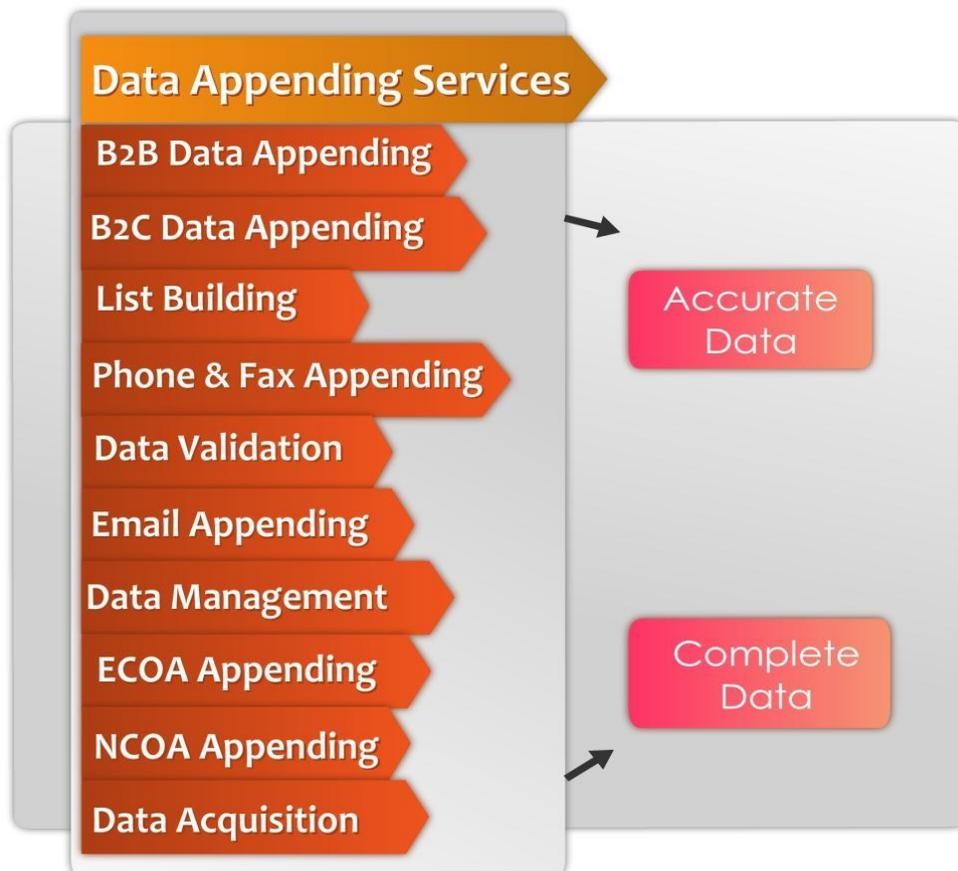
7. Inference

It is believed that data outlasts applications. An organization's business data lives on to the varying application scenario. With the cutting-edge technology there is also an increase in number of the business products, suppliers, assets and customers. With various data models and access techniques to manage the quality and lifecycle of master business data, data management has reached to a new horizon. Data management has become effective to create and preserve data, choose and connect with your niche audience, promote new products and increase the target market. It delivers distinct, accurate, relevant, complete, and consistent view of master data across channels, departments, and geographies. The results are really impressive for companies or organizations who acquired our data management services. Realizing your marketing needs, we promise to provide you consolidated, valid, clean, consistent data so that your business can reach its ultimate goal.

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8. About us

Pioneer Lists is one of the leading online marketing firm specialized in offering high end solutions to data-related queries. Headquartered in USA, we have spread our wings to other major countries in Europe, Australia and Asia. Data Appending, Email Campaign, List Building, Web designing and Content writing are some of the major services we offer which helps us meet the rising demands of our clients.

We are totally focused on providing you the best-in-industry services to improve customer confidence, increase your sales and revenues that can reap huge profits. With a dedicated team of experts, advanced tools and technologies, experience in handling huge volumes of data we help you to drive remarkable results for all your marketing initiatives and improve your return on marketing investment (ROMI). We analyze and seek out more for your business and make your business a boon, giving you the leading edge over your competitors.

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"Happy to hear from you"

9. Reach Us

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