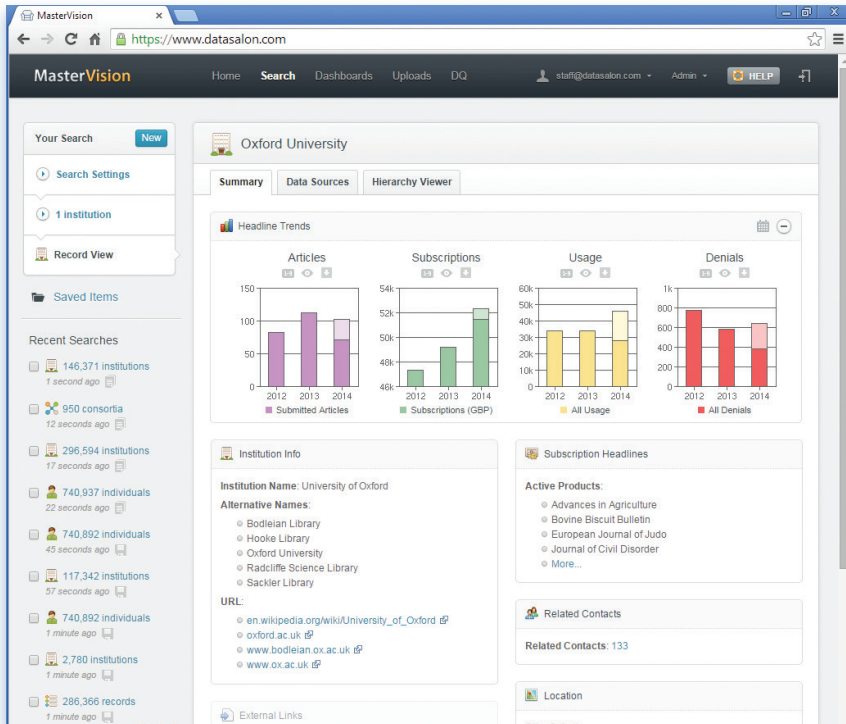# DataSalon MasterVision

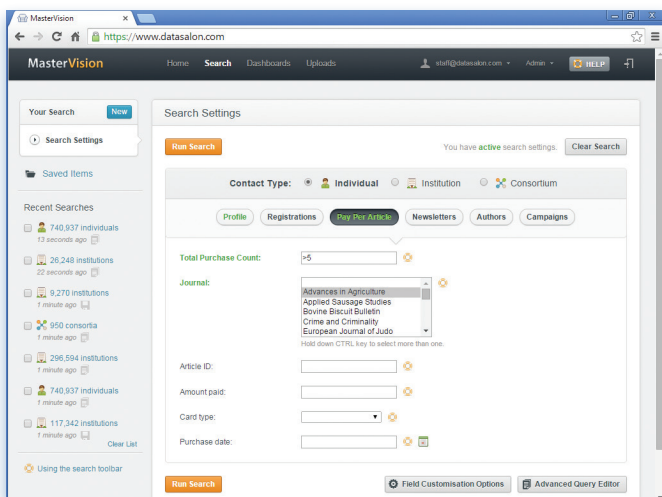# Complete Customer Insight *for Publishers*

MasterVision provides publishers with complete customer insight via a fast and user-friendly hosted service. Painlessly merge all of the valuable information from your different source systems. Search and segment individuals and institutions to create visual reports and targeted lists for prospecting, cross-selling, and renewals.
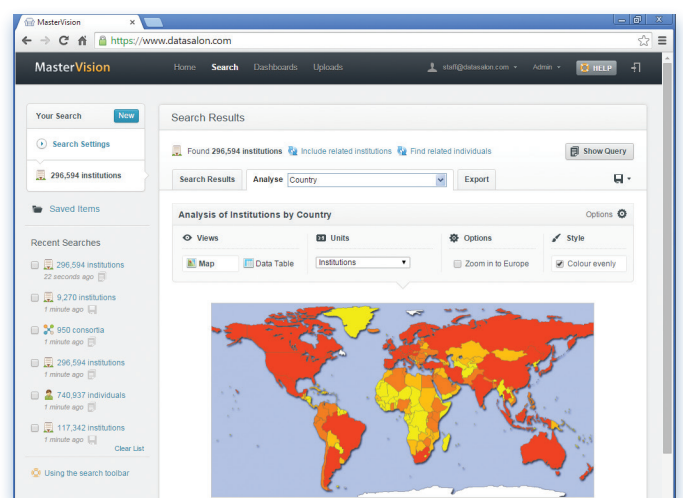

Single customer view: everything in one clear view

Why MasterVision?

1 Profile institutions by revenue, usage, turnaways, author submissions, and more.

2 Analyse purchasing patterns for effective cross-selling and up-selling.

3 Identify 'hot prospects' using article purchases, alert signups, subject interests, etc.

4 Export targeted contact lists at the click of a button.

5 Easily create visual charts, country and state maps, and management dashboards.

User-friendly searching: create your queries via simple forms

Visual reports: easily create charts, maps and dashboards

Complete Customer Insight

Subscriptions

Usage

Registrations

Turnaways

MasterVision

Authors

Alerts

Members

Campaigns

- Join all your customer data from multiple source systems into a single view.
- Identify and clean-up the gaps and inconsistencies within your customer data.
- Fully hosted and managed online service: hassle-free setup and maintenance.
- Designed from the ground up specifically for the needs of academic publishers.

BMJ

CAMBRIDGE UNIVERSITY PRESS

IOP Publishing

OXFORD UNIVERSITY PRESS

ROYAL SOCIETY OF CHEMISTRY

SAGE

Taylor & Francis Group an **informa** business

World Scientific Connecting Great Minds

> " MasterVision is now central to our entire organization, and provides vital insight to all of our staff in many different ways. We saw the huge potential of a complete single customer view for the whole company, and are thrilled that the roll-out has been such a success. "
>
> *Sarah Day, Senior Marketing Manager, The Royal Society of Chemistry*

> " We have already seen an impressive return on our investment in MasterVision, and our results show how valuable it is to bring all customer information together into a single view. It means we can better serve the needs of our customers by providing them with much needed data for new purchasing decisions, and by directing our marketing efforts in a much more targeted and efficient way. "
>
> *Clive Parry, Global Marketing Director, SAGE*

Take a Tour Now

Visit www.datasalon.com/tour to take a tour now, or get in touch to discuss your requirements and to arrange a demo:

Email: info@datasalon.com
Phone: +44 (0) 1865 321353

DataSalon
Better data. Better insight. Better business.