Qbase
www.qbase.net

Data Based Marketing

Welcome to Qbase where we help you to save money and make more sales from your direct and data marketing by ensuring you are only communicating with the customers and prospects who are likely to respond

Delivering your business more sales, lower costs and higher profits!

At Qbase we use a combination of data analytics, propensity modelling and data cleansing to prepare highly refined, highly targeted mailing files that will allow you to save money and increase sales from your direct and data marketing activities. We specialise in the management of prospect pools and developing predictive models for making audience selection, often with net names licensing agreements so you only pay for prospect data you actually mail.

Of the many billions of rows of data we process, analyse and manage every year, almost 50% is international. Our expertise in this area is unrivalled and gives you a unique opportunity to centralise your international marketing campaigns.

Our cloud bases, highly scalable CRM system called the SCV is specifically designed for the needs of marketing professionals who engage in large scale direct marketing campaigns. We are an Apteco FastStats Partner and in 2010 we won the best use of FastStats award from Apteco for our data marketing work with one of our large charity customers. Our list sourcing and broking expertise often halves the cost of list purchasing for our customers, yet delivers better results.

Our efficient, skilled and thorough approach to data driven direct marketing is unrivalled in the industry. At Qbase we always deliver a tangible result for our customers – additional profit!

Business Insight

We produce business insight reports telling you exactly who to market to and with what frequency

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Consultancy

We have provided measurable and profitable consultancy services to improve customer revenues since 2000

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Customer Acquisition

A unique service for the planning, management and measurement of profitable customer recruitment

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Customer Retention

We provide profitable strategies for increasing the number of retained customers and donors

Learn More ▸▸

Data Capture

We capture millions of items for a wide range of clients, including mailing returns and survey data

Learn More ▸▸

Data Management

We offer data cleansing, enhancement, suppression and de-duplication services, getting the most out of your data

Learn More ▸▸

Site Search

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Services

Business Insight

Basket Analysis
Propensity Modelling
Churn Analysis
Cost of Acquisition
More >>

Case Studies

Data Capture
Competitive Brands
Propensity Modelling
Lifetime Value
More >>

Data Management

Address Management
Normalising Data
Names & Gender
Suppressions
More >>

E-Business Solutions

Marketing Database
E-mail Broadcast
Web Development
More >>

More >>

Qbase to exhibit at TFM ...