



Drive your audience development  
with ADvance

The **ADvance Services** team, formerly known to the industry as Alliance Media, takes a radically different approach, designed to help you sell more magazines and digital products more profitably. Using the **ADvance** Audience Development platform, the **ADvance Services** team offers insight and analysis as a fully integrated service that sharpens your marketing and helps to increase sales.

The rigorous business processes and robust technology of the **ADvance** platform ensures that your customer and prospect marketing data assets are fully maximized. Abacus e-Media offers proven customer data unification technology for cost-effective marketing by using **ADvance** to consolidate information from multiple lists, sources and channels.

The **ADvance Services** team is totally focused on the customer – providing fast, efficient, and professional customer service. We strive always to deliver that extra percentage of care and attention to our clients' customers, whether it is fast tracking new order processing or responding professionally and courteously to enquiries or queries. Abacus recruits only the very best customer service and account management personnel. They are our client's representatives – and are often the first and sometimes the only point of interaction between clients and their customers.

Using the **ADvance** Audience Development platform, Abacus e-Media is able to exploit maximum value from marketing data, even from dirty or incomplete records with mixed UK and international fields and multiple duplications. The unique **ADvance** software gives Abacus the ability to manage data from any source and in any volume, offering flexible solutions combined with rigorous quality processes – and at highly competitive rates.

## Abacus e-Media offers a complete range of bureau services, including:

- Account management
- Customer service
- Database management
- Business intelligence and customer insight
- Profiling, segmentation, and more
- Web integration
- Production
- ABC, BPA audits
- Postal/dispatch
- Campaign modelling and response analysis (offline, online, email, SMS)

Subscription facilities include multiple currency transactions (£, \$ and €), electronic direct debit processing and online credit card authorisation, with print, voice and email communication handling. Controlled and free circulation facilities include registration, re-verification and additional demographic data capture (online and offline), maintenance of registration and re-verification websites, as well as the standard record amends, deletions, gone-aways, additions and updates.

**Abacus e-Media** offers remote client access to all data, including status, campaign response and financial analysis at no additional charge. This is your data, and you have access to it at all times, including information on, for example, renewals, mail sort, insert coding, issue splits, file merges, comprehensive statistical analysis and mailing breakdowns.

## Circulation marketing consultancy

The **ADvance Services** consultancy team brings together a powerful range of media owner and marketing agency experience, from both consumer and business publishing. Combined with the innovative **ADvance** audience development software, **Abacus** helps you maximize and develop the value of your audience.

Abacus e-Media specialises in publishing solutions, and offers a range of **ADvance** modules and services to suit your particular needs.

- Analytics** for complex audience analysis and insight
- Integrated marketing** for targeted messaging and trigger marketing campaigns
- ADmission** for controlling access to digital subscription services
- E-commerce** for sophisticated yet streamlined shopping cart services
- ADvance Services** for subscription marketing and fulfilment

**ADvance** from Abacus e-Media: drive your audience development, sharpen your marketing, increase your sales.

Working with



CONDÉ NAST



emap