

# Solving the Database Puzzle

Using Data You Already Have to Enhance Your Brand  
and Make Your Audience Happy

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# The Variety Database



# Hand Delivery – Daily (yes, daily!)

Copies picked up at plant or drop points by drivers for delivery.

Subscriber Contact –  
New Order,  
Address Change  
Special Data

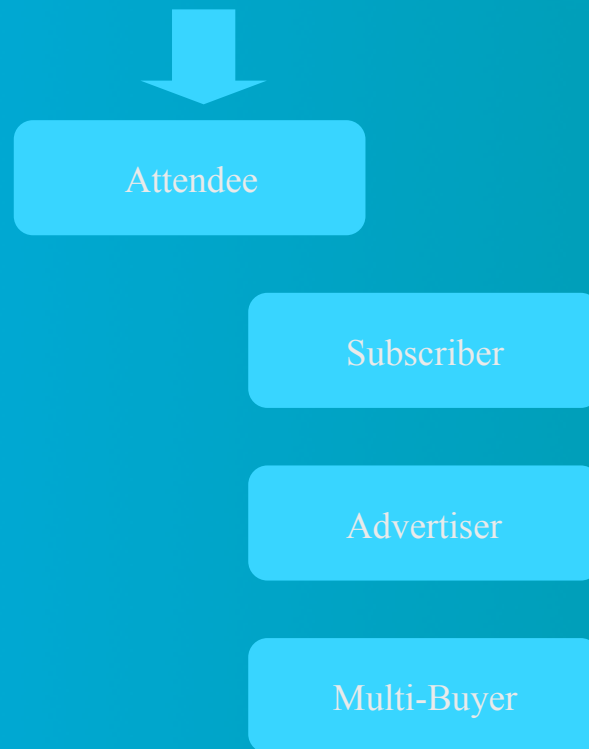
Drivers access database daily to update routes, add customers & report problems

# Group Subscriber Service



- Central invoice/customer service contact at fulfillment vendor – personal service.
- Record matching for job moves.
- Consistent pricing across industry groups.

# Event Attendees



- Link to subscriber record OR
- Create event attendee record.
- Tied to discounts, special offers, newsletters, etc.

# Thank You!

## Contact Information

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