

CDM Data Service

Selling and maintaining contact data in the health care sector



High data quality = low costs and remarkable effect

High data quality leads to effective marketing and effective management of sales resources and sales processes. Your costs are reduced due to

- Lower costs for campaign materials and postage
- Less administration of returned mails
- Fewer unproductive phone calls
- Fewer unprofitable sales visits
- A maximum of accuracy in your core segment

Not prioritizing and maintaining your database effectively will have a significant negative impact on your bottom line.

High data quality = excellent customer knowledge

The quality of data is the heart and soul of any successful life science company and the foundation of a customer-focused organization. Therefore responsible corporate management must consider the following few - but crucial - questions:

- Are all potential customers present in the database?
- Can the primary target audience be reached successfully?
- Does needless and redundant data clutter the database?
- Are all data correct, up-to-date and validated?

Industry insight is reflected in CDM's data

Both the structure and content of the database are updated by competent data specialists with a thorough experience and insight in the health care sector and the specific conditions characterizing the industry.

CDM's database is based on a daily collect of data originating from a number of data sources. It is updated and validated up to three times annually depending on the record type.

In addition CDM Data Service offers

- A quality assessment of your contact database
- Data wash of your existing customer database
- Subscription of data for your CRM system
- Ad-hoc delivery of data for mailings
- Assistance for target audience selections
- User education in target audience selections

aPureBase®

Through our partner, aPureBase, which is a part of a European network, we deliver data in a compatible, European data structure

AstraZeneca

As real business value flows from understanding our customer, focusing on customer data holds great potential. Working with the CDM Data Service enables AstraZeneca Denmark to maintain a position as the marketleader in customer focus and thereby create and maintain the industry's best image among our customers.

- Jeppe Thiesen, Business Manager, Neuroscience

CDM

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