

SERVICE OFFERINGS

Business Intelligence

Department

Fraga Graphic Solutions

6540 Singletree Dr
Columbus, OH 43229

614.328.9859
sales@fragagraphics.com



FRAGA GRAPHIC
— SOLUTIONS —

Data Management

From working with your data vendor to get what you need to tracking and implementation of your program changes, we do the meticulous work so you can focus on what you do best.

EXAMPLE CURRENT USE CASES

- Updating selection criteria in data vendor platform
- Purchasing, downloading and manipulating data to meet needs
- Integration with other third-party vendors
- Change logs for criteria segmentation and optimization
- Management of data flow and CRM import

Data Strategy

We've worked with companies of every size across multiple industries, and one thing remains true: you have to play to your strengths. In that spirit, we provide a customized consultation and audience analysis to develop a strategy that works for you.

EXAMPLE CURRENT USE CASES

- Weekly consultation meetings for constant refinement of marketing
- Recommendations on audience selection
- A/B testing, analysis, and design optimization

Data Enhancement

Knowing your audience and being able to reach them are key to conversion. We offer data enhancement services with trusted partners to get the most out of each lead.

EXAMPLE CURRENT USE CASES

- Finding additional phone numbers for lead
- Append of email address for email and social media marketing
- Demographic append for micro-targeting
- Model ranking based on historical conversion

Business Automation

When it comes to data, accuracy is crucial and speed is essential. That's why we offer automated data processing to minimize errors and beat your competitors to your prospective clients.

EXAMPLE CURRENT USE CASES

- Automated manipulation of data for mailing
- Automated scrub of PII (personally identifiable information) before sharing with outside vendors
- Automated segmentation and randomization for A/B test audiences
- Automated mail processing and VDP (variable data programming) for expedited mailing

Customer Profiling

Everyone has an idea of what customer they want, but that doesn't matter if you can't convert. We provide analysis of your conversions so that you can spend your money where you'll see the greatest return on your investment.

EXAMPLE CURRENT USE CASES

- Education breakdown from conversion audience
- Gender breakdown from conversion audience
- Political affiliation breakdown from conversion audience

Dashboard Solutions

Data visibility allows you to make informed decisions in your marketing efforts. By combining your customers, conversion, and marketing data through our dashboard solutions we give you full visibility to make the right call.

EXAMPLE CURRENT USE CASES

- Tracking of mail delivery
- Same-day conversion reporting
- Same-day response reporting
- A/B analysis from start to finish

Full-Service Fulfillment

Our most successful clients participate in our full-service fulfillment program. We work with your other vendors to move data through the pipeline quickly. Featuring automated processing, consultation, print production, mailing, and reports/analytics, this is our most popular service. From start to finish, we work with you to implement a seamless campaign.

EXAMPLE CURRENT USE CASES

- Turn-key mortgage lead generation program
- Product ordering and fulfillment program
- Membership pipeline fulfillment program