

The Globusa Process

How we turn your existing data into new business value



EVALUATION

- 1 We use in-depth client **evaluation** and data **qualification** to ensure we dedicate our resources to accounts that will benefit most.



ANALYSIS

- 2 Our extensive data **analysis** process requires only a small amount of data to get started
- 3 With detailed **reporting**, we provide a complete breakdown of your sample, giving you new insights into your data that lay the groundwork for your strategy marketing campaign.



ENHANCEMENT

- 4 Thorough data **cleanup** ensures your account's success, since every successful campaign requires some level of hygiene.
- 5 Next, we **enhance** your data using our robust data management platform containing more than 12 billion data points. This enhancement process gives you a crystal-clear view of exactly what your customers are doing, where they've been, and where they're likely to go next.
- 6 Extensive **testing** by our in-house marketing division establishes a baseline of quality and performance standards for your campaign.



STRATEGY

- 7 With a comprehensive data set that's been analyzed, cleaned, enhanced, and tested, we can develop a marketing **strategy** for your specific campaigns and strategies that will generate consistent passive revenue for your business.
- 8 Customer **retention** is essential for every business. A comprehensive marketing strategy will reinforce your engagement and retention efforts while supporting your internal marketing and data management campaigns.
- 9 We'll leverage **retargeting** and cross-promotion opportunities identified during data analysis and enhancement to determine where to best focus your marketing strategy.



RESULTS

- 10 As your account evolves over time, we're constantly monitoring performance and making data-driven **optimizations** to meet your goals with relevant strategies and tactics.
- 11 We'll share **results** monthly in an easy-to-understand report, including any new details, enhancements, or strategies we recommend.



MAINTENANCE

- 12 We're always increasing the size and content of our database through data buys and our own campaigns. Throughout the life and **maintenance** of your account, you'll benefit from our ever-increasing data set.

Let Globusa Media Group turn your data into a new revenue source for your business.

Contact us to get started.

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