# Client case
## MINDCAMPUS REALIZES A SINGLE CUSTOMER VIEW WITH TERNAIR'S SOFTWARE SOLUTIONS

MindCampus (formerly known as WEKA Business Media) is a media company that supports professionals in human resources management (HR) and facility management.

MindCampus maintains active contact with her target audiences. This contact mainly takes place online. The amount of customer data that MindCampus collects through its online media is growing strongly. However, the company used to store this data in fragmented form making its use for effective communication with the target audiences more and more difficult.

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### Central marketing database

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In 2012, MindCampus decided to take steps towards combining all their data in a central marketing database. This way, the company would be able to combine all the information they had into fully-fledged customer profiles that could serve as a basis for targeted marketing solutions. In their search for a specialist, MindCampus came across Ternair.

### Simplicity, speed and efficiency

Ternair set up and configured its web-based software solutions, Ternair Marketingdatabase and Ternair Campaign. With the Ternair Marketingdatabase, a central database was set up based on links to various data sources (ERP System, "My" Environment, newsletters and ad-hoc files). Companies and individuals are automatically recognised and merged through fuzzy matching. Profile information is automatically compiled by unifying attributes into distinct classifications (branches, jobs, etc.) and enriched through the calculation of attributes based on linked master tables and reference data.

In Ternair Campaign highly specific target audiences can be quickly selected based on all available customer fields in the marketing database and the response to email campaigns. Email campaigns can be set up on the basis of dynamic templates where all components can be personalised for each media brand.

### Marketing platform

In mid-2012, Ternair Marketingdatabase went live. In October 2013, MindCampus expanded the solution with Ternair Campaign, Ternair's email and campaign management platform. Ever since, the company has had an automatic marketing platform on which all the information about customers and prospects comes together, enabling MindCampus to approach target audiences in a very focused way through various channels such as email and telemarketing.

**Testimonial Pieter Lieverse, CEO at MindCampus:**

"The power of Ternair lies in the fact that they can quickly assimilate the issues. We have never spoken to sales people; only to professionals. As they are a small group, it is easy for them to make changes and keep the lines of communication short. Thanks to their solution, we are able to communicate with our target audience in a structured way. We no longer waste time with internal coordination and searches, allowing us to focus on output."