



Marketing Services

Consumers are producing more data than ever before; however without analytics, companies are unable turn this data into valuable customer insight.

Our proven approach

Marketing has been revolutionised by data analytics, allowing brands to deliver more targeted messaging, and better measure their return on investment. We utilise our vast data resources and the best analytical minds to help you gain actionable insights in order to develop more personalised marketing solutions.

Our services

Our marketing solutions will enable you to implement more profitable retention and growth strategies. We can help you identify profitable consumer segments to target, unveil new opportunities, and provide you with tools to respond with greater speed and relevance. The services we offer include:

- Data enrichment and cleansing
- Market intelligence dashboards
- Marketing consultation
- Models and analytics
- Digital engagement
- Financial affluence segmentation
- Customer acquisition
- Contact and demographic information
- Leads generation

Let us help you create profitable customer engagements

If you would like to find out how Compuscan's Marketing Services can help your business, contact us at info@compuscan.co.za

Compuscan is a trusted credit bureau and information services provider. We collect, provide and protect quality data. We overlay this with intelligent insight and aim to make businesses more profitable by minimising their risk and illuminating windows of opportunity. We also empower individuals to better manage their financial health.

Powered by data that is diverse, reliable and secure

We turn **data into intelligence**

We offer **best-in-class analytical products and solutions**

Our **400-strong workforce** includes analysts, scientists and educators

Our **enduring entrepreneurial spirit** continues to drive innovation

We are proud of our **long-standing client relationships**